

# LIFE



TELEVISION  
REVUE  
TEAM

MARCH 7, 1949 **20** CENTS  
YEARLY SUBSCRIPTION \$6.00





QUALITY  
CRAFTSMANSHIP  
STYLE

**Forstmann**  
100% VIRGIN WOOL  
©

*Look for this label... it identifies  
the finest wools in the world*

FORSTMANN WOOLEN COMPANY  
PASSAIC, N.J.



*Users get more miles because Research Keeps*

# B.F. Goodrich

## *First in Rubber*

B.F.G. PREMIUM SILVERTOWN  
Highest quality →

B.F.G. EXTRA-CUSHION  
Easiest riding ↓

*More miles, more safety, more comfort!*



**1. 38,377 MILES**—and still good tread on this B. F. Goodrich Silvertown, points out R. J. Morissette, Ogdensburg, N. Y. He writes of the "many long trips . . . at consistent high speeds . . . heavy loads" his tires had to take. Because the B.F.G. tread is wider, more level, it wears more slowly and evenly—goes farther.



**2. AFTER A TROUBLE-FREE**, cross-country trip on B. F. Goodrich Silvertowns, R. Harris of Chester, Pa., wrote: "These tires have now covered 18,054 miles . . . show but very little wear." You drive safer, with more peace of mind, on B.F.G. tires because they have a stronger, bruise-resisting cord body and a quick-stopping tread.



**3. TAXI-OWNER D. J. Sanders** of Junction City, Kan., has 48,687 miles on his B.F.G. tires, writes: "I have used B. F. Goodrich Silvertowns exclusively and I am very well satisfied." Passengers enjoy more comfort with B.F.G. tires. Riding tests prove they give a smoother ride than other regular tires.



**4. YOU GET MORE** with B. F. Goodrich because B.F.G. research leads the way. A revolutionary rubber-making process patented by B. F. Goodrich in 1941 led to today's long-mileage cold rubber. And B.F.G. is now developing advanced cold rubber compounds. From the great, new B.F.G. Research Center will come tomorrow's tire miracles.

↑ B.F.G. SILVERTOWN  
Lowest cost per mile

← B.F.G. DEFIANCE  
Lowest price



For the top value in tires,  
always look for this sign

This One



AJ4C-XYD-U4EZ





Your skin loves the firm, "crepe de chine" softness of Pond's beauty Tissues

## The Tissues that know skin

*Made gentle-strong to "work" with creams  
—they're ideal to use as handkerchiefs*

Because Pond's beauty Tissues are specially designed for a tissue's most difficult job—removing cream from delicate facial skin—they're wonderful for handkerchiefs, too! Silken-soft—yet firm. Quick to absorb cleansing oils or sneezes—and without tearing.

**PERFECT FOR COLDS . . .**

Sanitary and disposable. Extra kind to victims of colds, hay fever—because of

"vacuumizing" to remove loose lint. And each Pond's Tissue stays snowy-clean in the box until you whisk it out!

**THRIFTY FOR "ALL-FAMILY" USE . . .**

Pond's beauty Tissues cost no more than regular tissues. Take advantage of their extra strength and "blotting" speed in clean-ups from garage-to-nursery. Get a family supply of 2 or 3 boxes today!



*Softer, firmer as handkerchiefs!*

**Mrs. George Whitney Jr. says:**

"I started using Pond's Tissues for removing cream—now I use them for just about everything! They're so soft—wonderful for colds!"

**Mrs. Nicholas R. du Pont says:**

"After using my first box of Pond's Tissues I was spoiled for any other tissues—Pond's seem so much softer—and yet so firm."

**Pond's**  
*beauty Tissues*  
made by  
*beauty experts*

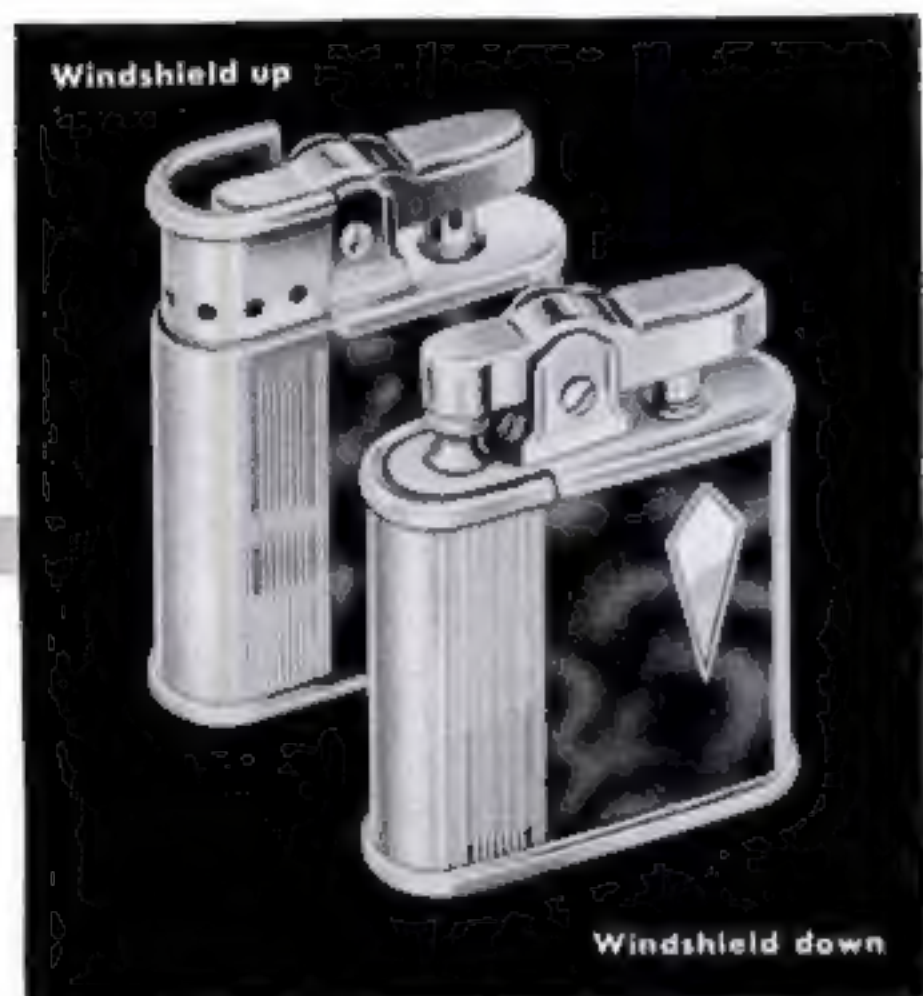
MAKERS OF POND'S CREAMS



# BLOW BY BLOW... THE RONSON "WHIRLWIND" WINS!



Its stout flame defying the rush of the gale,  
the Ronson Whirlwind, with guard up, is your out-of-doors  
champion. Indoors, it drops its guard at the touch of a finger  
and is as smooth and smart a companion as any cigarette, cigar  
or pipe smoker could desire. Like all precision-built  
Ronsons, it gives you that famous one-finger,  
one-motion lighting action, something  
you'll really appreciate, through the  
years, the many times a day you  
proudly "light-up" with  
your Whirlwind.



The "Whirlwind". Smart indoors, sporty outdoors—in chromium plate, engine turned, with either tortoise or black enamel finish—\$9.00. Other finishes from \$7.50. See this and other handsome Ronsons for pocket, handbag and table at your favorite dealer, from \$6.00 to \$200. Be sure it's really a Ronson, not just an imitation.



PRESS, IT'S LIT... RELEASE, IT'S OUT!  
Safely out the instant you lift your finger.

## RONSON

mean't WORLD'S GREATEST LIGHTER

FUN . . . EXCITEMENT  
... Tune in on Ronson's "20  
Questions" every Saturday  
night (Sunday night, Pacific  
Coast), Mutual Network.

HEAR RONSON'S "JOHNNY  
DESMOND SHOW" with  
the songs you love, every  
Sunday night, Mutual  
Network.

RONSON NOW ON TELE-  
VISION in many principal  
cities.

Newark, N. J. • Toronto, Ont. • London, Eng.



# New lotion gives beauty protection to your WHOLE HAND!



**SMOOTHS KNUCKLES**  
Dry knuckles yield to the smoothing action of New Hinds. Effective emollients "sink in." Hinds dries fast—never feels sticky!

**SOFTENS CUTICLE**  
Nails look neater with New Hinds helping to keep cuticle pliable. No ragged edges to "catch." Your manicures stay lovely longer!

**BEAUTIFIES SKIN**  
New Hinds is enriched with lanolin to make your hands feel softer instantly—protect them longer. Works wonders on rough, dry skin!

**SATINIZES PALMS**  
Even rough palms are soothed and smoothed. New Hinds' "skin-affinity" ingredients actually help to soften calluses.

**WORKS WONDERS!** Lanolin-enriched for *extra* effectiveness, New Hinds Honey and Almond Fragrance Cream keeps your *whole hand* feeling soft in spite of ravages of work and water. Use it to smooth elbows, arms, legs . . . try it as a powder base. Use Hinds to help protect babies' and children's skin from chapping! 4 sizes, 10¢ to \$1.00.



**Hinds**  
Honey and Almond  
Fragrance Cream

NOW IN NEW LARGER BEAUTY BOTTLE





## *You can bank on the Flavor, too!*

Saving money is a good old American custom, as this antique bank collection shows. And value is one reason A&P Coffee is such a good old American custom, too. Just compare prices . . . you'll get our point! But more important than the saving is the fact that you can always depend on the magnificent flavor of A&P Coffee. It's bean fresh, it's Custom Ground for best results in your kind of coffeemaker. There are three blends, too . . . not just one. Try A&P Coffee. We promise, you can bank on superb flavor in every cupful.

**A&P COFFEE**

AT ALL A&P FOOD STORES



Mild and  
Mellow

Rich and  
Full-Bodied

Vigorous  
and Winery

*Flavor*  
MAKES IT AMERICA'S NO. 1 FAVORITE!

*Value*  
MAKES IT AMERICA'S NO. 1 BUY!



1859-1949

90<sup>th</sup> YEAR OF SERVICE



Eliminate  
guesswork in  
your next  
Home Permanent



Her "Rayve Number" is 13  
Find yours on the  
Dial-a-Wave



At all leading drug  
and cosmetic counters

RAYVE REFILL KIT. Complete except for curl-  
ers and bands. Includes "Dial-a-Wave". \$1

The New

**Rayve HOME PERMANENT**  
brings you the exclusive Dial-a-Wave  
that personalizes your wave

*A Rayve wave is faster, yet gentler... far easier too!*



**THERE'S NOTHING HIT OR MISS** about your Rayve cold wave. It's *personalized*—for *your* kind of hair. The "Dial-a-Wave" quickly gives you a guide to the professionally correct timing procedure for *every* kind of hair. With Rayve, you can be confident of the most perfect permanent you've ever had. And it will save you time, money and trouble.



**RAYVE WAVING TIMES ARE UP TO TWICE AS FAST** as old-type home permanents. Yet—because of its modern improved formula—Rayve's waving action is noticeably *gentler*. More than 50,000 women have pretested Rayve for you... have found it far easier, more comfortable. You don't even wear a turban. It's as easy as putting your hair up in curlers.



**A RAYVE WAVE IS LONG-LASTING—YET SOFTER, MORE NATURAL.** No frizz or fuzzy ends with a Rayve home permanent. You'll love it from the first day. It will be so much more natural looking... so easy to fix in any of the new, becoming hair styles. Once you've tried Rayve, you'll never again be satisfied with any other kind of wave.



Your "Rayve Number"  
is your guide to the  
one right wave for  
your kind of hair

The new, easy-to-use "Dial-a-Wave" that's in each Rayve package takes the guesswork out of your home permanent. You simply set the dial for the texture and condition of your hair and the kind of wave you want... and find your "Rayve Number." This number is your guide to the correct timing procedure that's best for your particular kind of hair.

FROM THE FAMOUS PEPSODENT LABORATORIES



# RUGGED

as a Western Wind

Authentic  
Cowboy  
Denims

for Boys

NOW with ZIPPERS

Made of tough 8-oz., San-  
forized denim—Tuffies  
Out Of The West are  
copper riveted, double-  
stitched with heavy orange  
thread and have inside  
swinging pockets.

IN SIZES 1-22  
20" to 32" Waist

\$2.29

Anywhere in U.S.A.





Look  
For  
THIS LABEL  
AT BETTER  
BOYS' STORES  
EVERYWHERE

COWBOY PANTS

OKLAHOMA CLOTHING MFRS., INC.  
OKLAHOMA CITY 1, OKLA.

Fast HELP for  
HEADACHE

UPSET  
STOMACH  
JUMPY  
NERVES



BROMO-  
SELTZER

FIGHTS HEADACHE  
THREE WAYS

For fast help from ordinary  
headache take Emerson's  
Bromo-Seltzer. It fights  
headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Up-  
set Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as direct-  
ed. Get Bromo-Seltzer at your  
drug store fountain or  
counter today. A product of  
Emerson Drug Company  
since 1887.



## LETTERS TO THE EDITORS

**ISRAEL**

Sirs:

I am glad to see that your attitude toward the new state of Israel has changed (The Israelite, LIFE, Feb. 14). In an editorial about a year ago you were against the formation of the new state or rather you were against the way in which it was formed. Now you have accepted the state. You seem to accept it as a bitter pill to swallow. However I want to congratulate you for your stand on the Israeli issue. Although I disagree with you I am glad to see that you had the courage of your convictions and were willing to print your views. You were not like most of our hypocritical New York newspapers who are willing to print what they don't believe in rather than take the risk of losing some of their circulation. Keep up the good work. In a democracy we have the right to be different and I believe it is this difference of opinion that stimulates progress.

WALTER FRIED  
New York, N.Y.

**THE FALL OF FRANCE**

Sirs:

In his brilliant and moving memoirs (LIFE, Feb. 14), Mr. Winston Churchill gives an accurate account of all the great events he has personally witnessed. However, when he comes to write about some facts he did not see for himself, he fairly tells his readers that he then speaks according to someone else's opinion.

Such is the case for the inside deliberations of the French government before the armistice of 1940. Relying on the testimony of his former partner in the war, Paul Reynaud, he endorses some of the latter's statements, to which, for the sake of history, I feel it my duty to take exception.

... The now well-established truth is that in view of our military situation nobody, not even Reynaud, wanted to go on fighting. Anyway the battle on French continental territory was over. But some ministers, with Reynaud, contemplated leaving the country after the surrender in order to keep the government free whereas others, along with all the military leaders, felt it their duty to stay among the French people and to try, even at the heavy price of an armistice, to save what remained of our army, our territory, our freedoms.

The cabinet was split and on the verge of breaking, which would have been, as it later was, a major national disaster. It was then that I offered, with another minister, Mr. Frossard, a compromise whose aim was to maintain a necessary unity in the government at such a tragic moment. . . .

The only remaining controversy between Reynaud and me was about the attitude of the British government on my proposal. On this essential point Mr. Churchill's testimony fully supports me. It is now indisputable that the British cabinet had given its consent to the French government's taking the step I had proposed. That settles the matter.

It is evident that if Reynaud, instead of taking the so-called refusal of our Allies as a pretext for resigning, had executed my proposal with the agreement of the British, he would have maintained unity in his cabinet, he would have stayed in power instead of Pétain, he would have avoided the armistice. My proposal was therefore

### Who is "The Laughing Baby"?



It's the Baby who  
**never** has  
Diaper Rash..

Playtex Baby Oil has 6 times more soothing lanolin than any other sold.

Playtex Baby Powder is super-fine. Gently absorbs, is safely deodorant, guards against prickly heat and chafing.

Playtex Baby Cream is lanolin-rich for protection, has a balm oil base.

**YOUR MONEY BACK**  
if your baby ever develops diaper rash while using PLAYTEX BABY OIL, POWDER AND CREAM exclusively.

### HOSPITALS PROVE NEVER A CASE OF DIAPER RASH with Playtex

Scientific tests with thousands of babies—medically supervised by more than 100 hospitals and pediatricians—prove never a case of diaper rash when PLAYTEX Baby Oil, Powder, and Cream are consistently—and exclusively used. And, in cases where diaper rash had already appeared, it immediately cleared up after babies were switched to Playtex Baby Oil, Powder, and Cream.



"These new pants are the best ever!"

Playtex Baby Pants are comfortable and completely waterproof. Made of pure liquid latex, they're light, cool, super-stretchy, and long wearing. Playtex pants wash odor-free in ten seconds, pat dry with a towel. Accurately sized by baby's weight.



"Soft-comfy—and waterproof, too!"

Playtex Plastikool Sheets are light, completely waterproof, stay soft and pliable—even after hundreds of washings. Nylon-reinforced; they're tear-resistant and wear-resistant. PLASTIKOOL sheets wash in a jiffy, dry with a towel. In three handy sizes.

For Happy Comfort for Babies say **Playtex**

for the Gifts that Mothers Really Want

Beautiful, silvery gift-packaged Playtex Products are sold at all department stores and specialty shops. Ask for the golden "Kooker" brand in better drug stores. International Latex Corp., Playtex Park, Dover, Del. © 1949

CONTINUED ON NEXT PAGE



# Working Out

with Maurice Richard  
High-Scoring Ace of Montreal Canadiens



**"50 seconds to massage."** Try the famous workout used by so many successful men in sports and business. Vitalis' special formula stimulates, refreshes your scalp as no non-alcoholic dressing does. And massaging with Vitalis routs loose dandruff, helps check excessive falling hair.

**"10 seconds to comb."** Now your hair looks *naturally* well-groomed. No greasy "patent-leather" shine—Vitalis contains no mineral oil. Just *pure vegetable oil* that prevents dryness, keeps your hair in place. Get a bottle of Vitalis today! At drug counters and barber shops everywhere.



Product of  
Bristol-Myers

Use the **Vitalis**  
**"60-Second Workout"**  
for handsomer, healthier-looking hair

**P. S.** Your barber is an expert. He knows how to keep your hair handsome, healthy-looking. Ask him about Vitalis and the individual, sanitary Sealtube application. *Vitalis and Sealtube are Bristol-Myers trade marks*

## LETTERS TO THE EDITORS

—CONTINUED—

not only honest but reasonable and opportune. As Mr. Churchill justly says: "This action [Reynaud's resignation] must be judged precipitate." And the very responsibility for these grave events is now clear.

CAMILLE CHAUTEMPS

Chevy Chase, Md.

Sirs:

Imagine my surprise to see once again the picture of the "weeping Frenchman." The 38th Cavalry Reconnaissance Squadron in which I served had the honor of being the first American outfit to establish itself in Paris. One afternoon I was on duty at a telephone exchange when I began to hear sniffles. Whom should I see but the face of the "weeping Frenchman."

I inquired around about this man and learned that he had been in Marseille when the picture was taken and had come to Paris only recently. According to his compatriots he was well known for his extreme sentimentality and his habit of crying over the least things. They also said that he was very patriotic and had remained a true Frenchman throughout the occupation.

LEO F. EISERT

El Paso, Texas

Sirs:

Though words be precious in LIFE's picture captions, yet mention of the fact that Downing Street is named after Sir George Downing, the second graduate of Harvard College (1642), would surely have increased American reader interest. Pepys knew him well: "A perfidious rogue. . . . He is so stingy a fellow I care not to see him."

EUGENE B. VEST

Dixon, Ill.

● The second smartest graduate of Harvard's first class, George Downing was also the nephew of Governor Winthrop of Massachusetts. After college he emigrated first to the West Indies as a preacher, went on to England where he became successively army chaplain and chief troubleshooter for Oliver Cromwell. When Cromwell failed and Charles II came to power, Downing did a quick about-face that landed him a knighthood.

Always quick to sense a bargain, Downing took a 99-year lease on the muddy swamps near Westminster, and although construction on No. 10 did not begin until after his death in 1684, his memory was still sufficiently vivid to cause the builders to name the street after him.—ED.

### HOOVER'S PLAN

Sirs:

THE BEST BRAIN IN ALL THE WORLD IS IN THE HEAD OF MR. HOOVER (LIFE, FEB. 14).

A. JOHN

ABILENE, TEXAS

### BROADWAY IS TOUGH

Sirs:

After reading your article "Hard Times on Broadway" (LIFE, Feb. 14) I enclose a check for \$10 with the stipulation that it is to buy aspiring thespian Jean Pearson *steak*, not acting lessons!

JAMES ANDREWS

Cleveland, Ohio

CONTINUED ON PAGE 10

SUNSWEET'S GOT THE GRANDEST FLAVOR!



### A BETTER AID TO REGULARITY!

Only in Sunsweet Prune Juice is the laxative potency standardized. Pure, delicious prune juice, still a 100% natural product!

THE NEW "C-L" PROCESS\* IS USED EXCLUSIVELY FOR

**SUNSWEET PRUNE JUICE**



as prepared and distributed by the makers of **MOTT'S FINE FRUIT PRODUCTS**

\*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.



# YOU GET AMAZINGLY LOW-COST DRIVING

WITH  
*Anglia*

FORD'S FAMOUS ENGLISH-BUILT ECONOMY CAR



Anglia owners all over the country are delightedly telling the world about America's lowest-priced English automobiles. They're enjoying trouble-free new cars that cost hundreds less to buy and to run.

"I drove between 55 and 60 miles per hour from San Antonio to California and back," says John K. Radcliffe, San Antonio, Texas.

"Averaging 35 to 40 miles to a gallon of gas through mountainous roads," writes Warren Stuart, N.O.B. Supply Dept., Kodiak, Alaska.

"Extremely easy to park . . . I can crowd it in

everywhere. Plenty of room, plenty of power." Acker Greer, Ackerman, Miss.

"7000 miles in 3 months . . . average 35 miles per gallon, haven't had one bit of trouble . . . outperforms any car I have ever owned." R. A. Tullis, Jacksonville, Florida.

"I figure I'm saving \$500—and what a car this is. Really fun to drive." Frank Jordan, Memphis, Tenn.

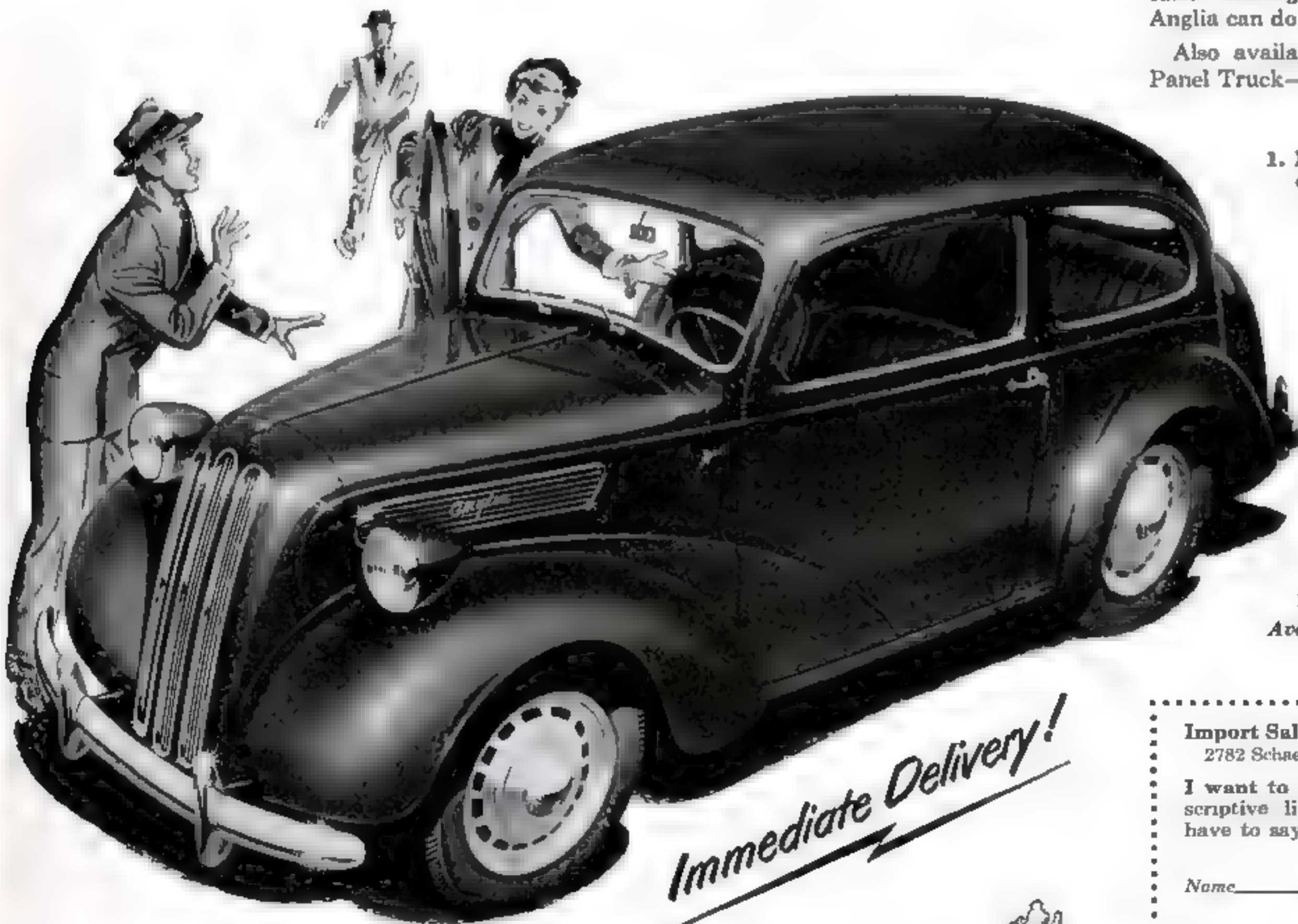
**Full family size—yet fingertip response**  
Whatever you use a car for, put this 2-door Anglia to the test. For long trips, Anglia's road-smooth-

ing 1700 pounds provide cruising comfort at all speeds. Less tiring, too, for short "must" driving—shopping, commuting, taking youngsters to school, hauling things, getting to clubs and for lots of other errands.

The Anglia stands up, too, under the toughest driving conditions. Even salesmen, who put a car to constant severe use, enthusiastically write us about how dependable, trouble-free and economical the Anglia is.

Stop in soon at any Ford dealer displaying the Anglia sign. See what precision English craftsmanship gives you in looks, in construction—and in actual performance on the road. If you want to beat the "high cost of driving" while enjoying easier driving, you'll want to know what the Anglia can do.

Also available—the 4-door Prefect, Thames Panel Truck— $\frac{1}{4}$  and  $\frac{1}{2}$  ton.



*Immediate Delivery!*

1. Flag-type directional signals—operated from steering wheel
  2. Car-width parcel shelf—for handbags, books, packages
  3. Briggs coach body—spot welded—steel construction
  4. Oversize trunk—platform-lid for extra luggage
  5. 152" long, including bumpers. Wheelbase 90"
  6. Unique jack-up system—operated from interior
  7. Luxury upholstery—smart, restrained interior
  8. 4-cylinder—30 H. P.
  9. Up to 40 miles per gallon
  10. Standard left-hand drive
  11. 4-wheel mechanical brakes
- Available in 4 hardy lacquer paints

SERVICE AT FORD DEALERS EVERYWHERE.  
COMPLETE SUPPLY OF PARTS FROM ALL FORD DEALERS DISPLAYING THIS SIGN



Import Sales Section  
2782 Schaeffer Road, Dearborn, Mich.

I want to know more. Please send me descriptive literature and what other owners have to say about their Anglias and Prefects.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





## "I had the laugh on my mother-in-law!"

You can't blame a girl for being a little amug about being able to give her mother-in-law advice.

Especially when it's really helpful advice. Mrs. Olga Helwing of West Allis, Wisconsin, writes us that when she was married, a kind friend gave her:

"...six lovely Pequot sheets ...woven so closely they seemed to shed dirt and look unsoiled much longer. They were wonderfully!"

Mrs. Helwing's mother-in-law was not so lucky. She'd been using another brand of sheets. So, when she complained that after a mere two and one-half years these sheets were "frayed and useless," the younger Mrs. Helwing was tickled to brag about her Pequots, which were much older and still going strong.

But this mother-in-law was a good sport, for, writes Mrs. Junior:

"She's thanked me a dozen times, for introducing her to Pequots. And I'm proud to have been the one to tell her about your real quality sheets."

So the word spreads... mothers tell daughters, daughters-in-law tell mothers... and you, too, have probably heard from friends how wonderfully Pequots wear. Close-woven, firm, yet soft and smooth to the touch... with a pure, white beauty that lasts to the end... Pequot plus-service muslins have long been America's most popular sheets.

Pequot Mills, Salem, Massachusetts  
Also makers of Pequot Fine Combed Percales

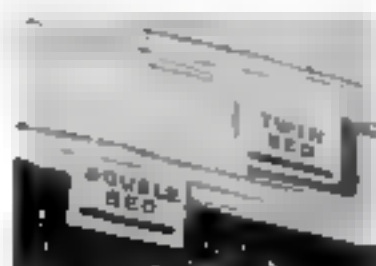


Pronounced  
"PEE-KWAT"

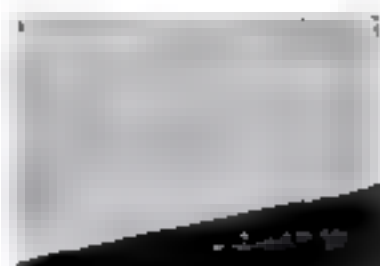
# PEQUOT SHEETS

Plus-Service Muslins have the thread count and weight that give the longest service.

so good-looking .... so long-wearing



Projecting side tabs for quick finding on the shelf.



Double-tape selvages to give extra strength.

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

As a Laundromat specialist with Westinghouse Electric Corporation, I squirm to read LIFE's caption of Actor McQuade, "who studies new part while getting family wash done in Laundromat."

Laundromat is a trade name for the automatic washer manufactured by Westinghouse. The automatic washers pictured are manufactured by



LAUNDROMAT

Bendix Corporation and the name of laundries featuring such machines are called "Launderettes."

LIFE's editors aren't the first and probably won't be the last to make Laundromat generic for automatic washing. It is confusing now and then when you "call everybody darling."

R. J. SARGENT

Mansfield, Ohio

Sirs:

On the long haul the odds may be against stage people but every now

CONTINUED ON PAGE 13

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ADDRESS

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(1 year at the single copy price would cost you \$10.40)

I enclose \$ \_\_\_\_\_

Please Bill Me ☐

Give to your newsdealer

or mail to **LIFE**

540 N. Michigan Ave., Chicago 11, Ill.

L-3-7



At Vermont maple sugar season in the 1850's the young folks loved to invade the sugar camp and enjoy "sugar-on-snow."

## Feast on this real maple sugar flavor

Those folks back in 1850 loved their maple syrup. But they missed what we give you in Vermont Maid Syrup—uniform quality flavor, year after year.

Our skilled blenders first select rich, full-bodied maple sugar; then blend it with cane sugar. This gives you, at moderate cost, uniformly rich and delicious real maple sugar flavor.

At your grocer's.

Penick & Ford, Ltd., Inc.  
Burlington, Vermont



# Vermont Maid Syrup

## PROTECT YOUR FUNDS



WHEN YOU TRAVEL



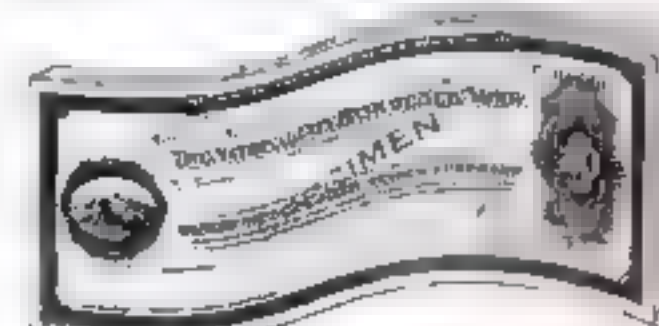
IN THE U.S.



—OR ABROAD.

Carry NCB Travelers Checks. Spendable everywhere. In denominations of \$10, \$20, \$50, and \$100. Buy them at your bank.

# NCB TRAVELERS CHECKS



BACKED BY THE NATIONAL CITY BANK OF NEW YORK

First in World Wide Banking

Member Federal Deposit Insurance Corporation



# M-m-m is for MUFFINS -high spot of any meal!



... WITH DUFF'S HOT MUFFIN MIX, muffins are magic-quick, for Duff's blend extra-fine ingredients into a perfect mix. And the batter, rich as country cream, bakes into m-m-muffins so tender-crust, light and feathery, they waft from oven to table. That's why it pays to buy Duff's... the best baking mixes of all!

FULLY-PREPARED... JUST ADD WATER—that's all!



NEXT TIME YOU SHOP,  
BUY THESE OTHER  
DUFF'S MIXES, TOO!

THEY'RE ALL FULLY-PREPARED

#### DEVIL'S FOOD MIX



**Cup Cakes!** Any time is cup cake time...with Duff's Devil's Food Mix at hand! Such easy baking! Try adding raisins, dates, nuts to batter. Top 'em with mocha frosting... delicious!

#### WHITE CAKE MIX



**Custard Layer Cake.** Spread chocolate custard between light, lacy layers of white cake made with Duff's. Add cocoa to whipped cream for a topping and you're sure to get calls for "more!"

#### SPICE CAKE MIX



**Marble Cake!** Caterer's special... but you make it at home with Duff's! Prepare batter as usual; divide in two. To one half add 1/4 c. cocoa. Blend batters, bake. Use a caramel icing.

#### WAFFLE MIX



**Creamed Chicken** on waffles... perfect pair! For waffles tender and crisp, use Duff's...top with creamed chicken and plump mushrooms in smooth sauce. Now there's food for a king!

#### HOT ROLL MIX



**Danish Ring** for breakfast! Duff's does the work... you wear the halo! Just follow easy directions for Ten Rings on box. Top with uncooked vanilla icing and nut meats. A real breakfast bonanza!

#### GINGERBREAD MIX



**Ginger Snaps** are perfect for snack-time nibbling... the crispy, spicy kind made in a twinkling with Duff's. Add 1/4 c. water, roll dough, cut and bake 10 minutes at 400 F. How kids love 'em!

JUST  
ADD WATER  
THAT'S ALL!

MAN DUFF  
The Gingerbread Man

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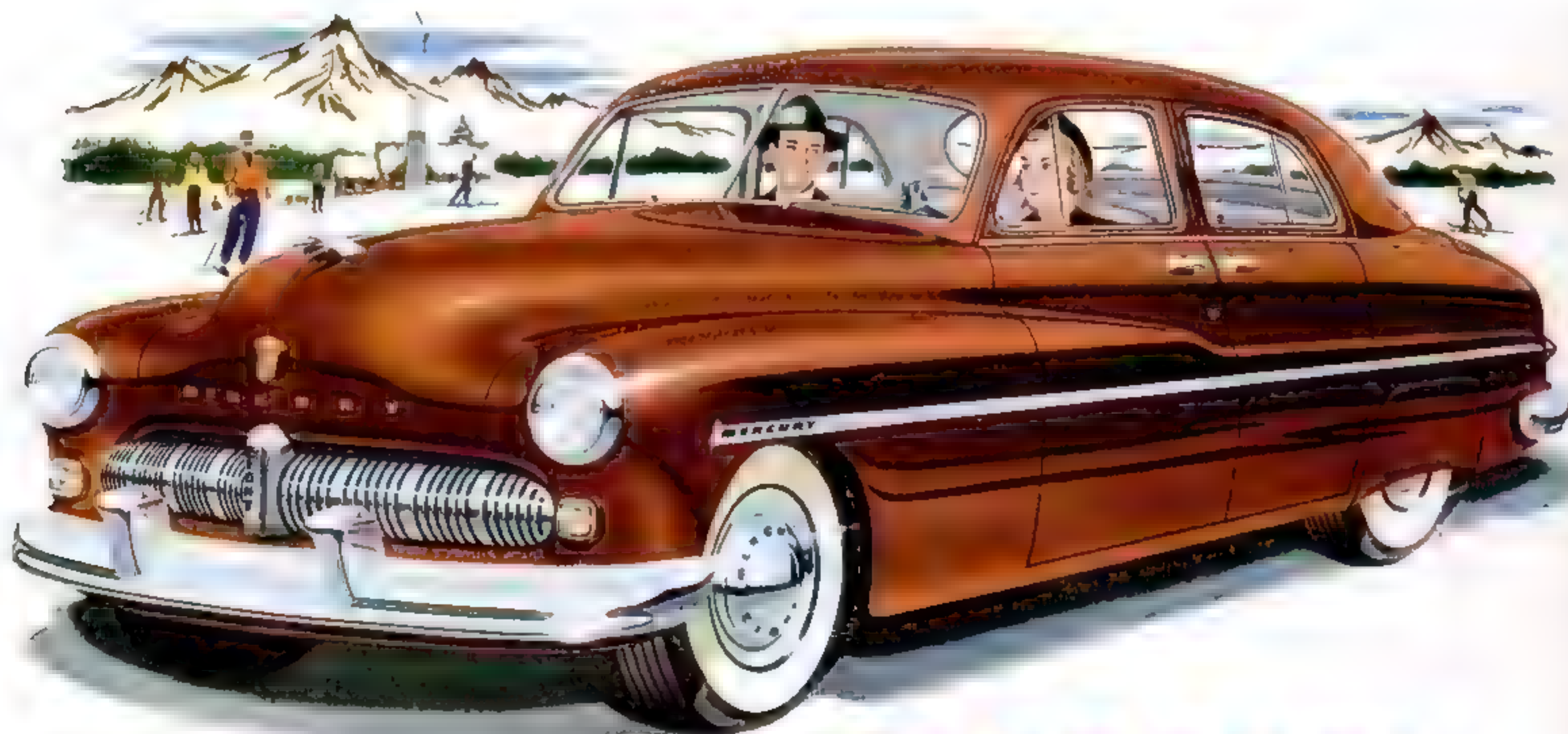


# "Drives like a dream!"



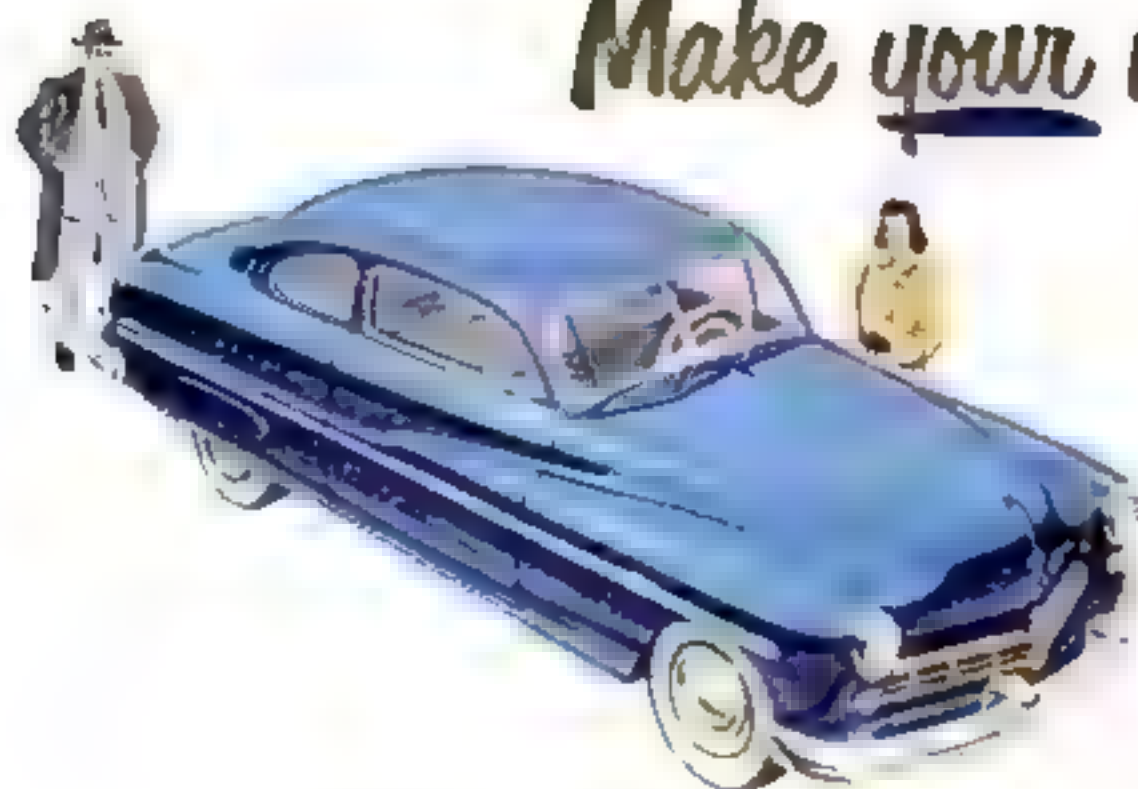
THAT'S WHAT OWNERS SAY ABOUT THIS ROAD-PROVEN NEW 1949 **MERCURY**!

*What a joy in traffic! What a sweetheart on the road! Anyone who's driven the 1949 **MERCURY** can tell you it rides and drives like a dream! Owners claim there isn't a smoother, sweeter, or easier-steering car! And there isn't!*



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White side-wall tires and rear wheel shields are optional

**Y**OU can be sure — really sure — of getting wonderful handling ease in your 1949 Mercury!

For it's been *road-proven* by thousands of owners for millions of miles!

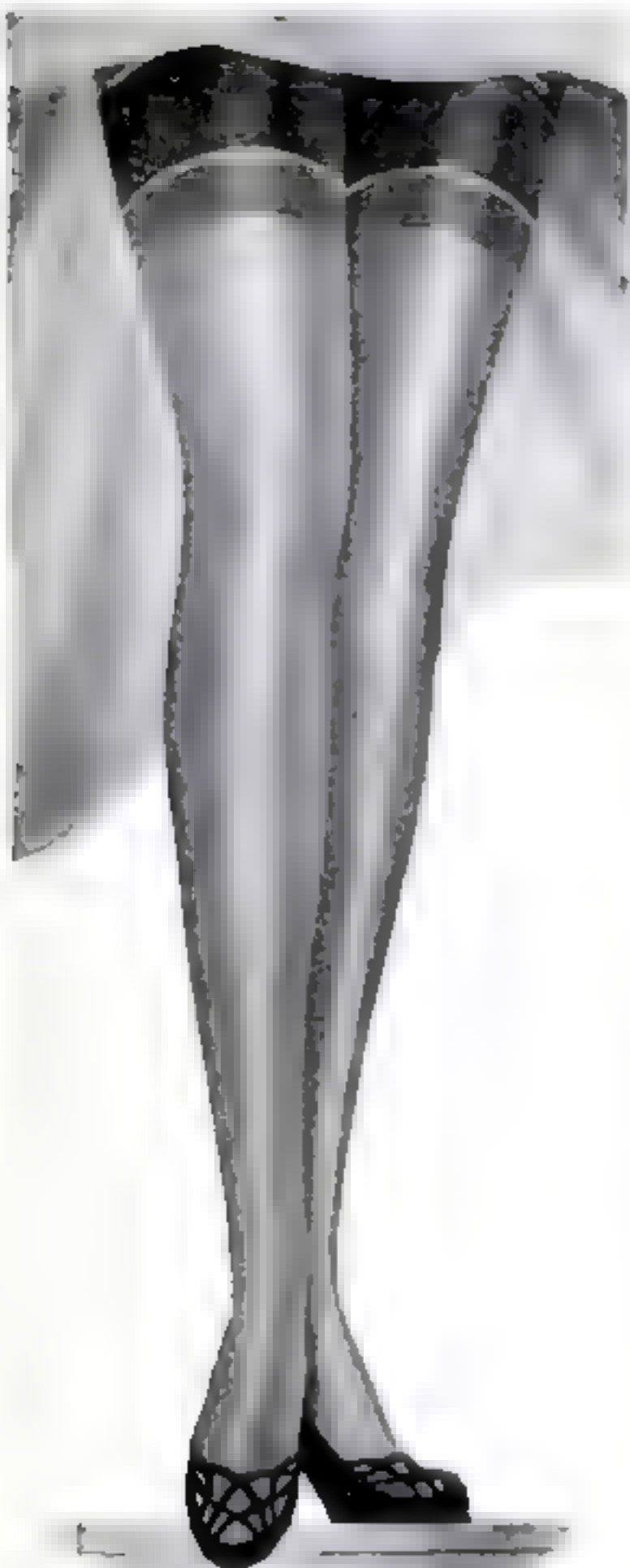
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LINCOLN-MERCURY DIVISION OF FORD MOTOR COMPANY





ON A PEDESTAL



## The GOLD STRIPE tells the story!

You always know it identifies the finest nylon stockings it is possible to produce. Insist on Gotham Gold Stripe for enduring beauty, wonderful new colors and flattering fit.

**PHANTOM**, a dove grey tone. Wear it with greys, grayed blues, mauves, purples. 54 gauge, 15 denier. If not obtainable at your local store, use coupon below.

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**GOTHAM HOSIERY COMPANY OF CANADA, LTD.**  
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I would like 54 gauge Gotham Gold Stripe Nylons, illustrated "On A Pedestal." Please send me, through a store in my locality, \_\_\_\_\_ pairs Gotham Gold Stripe Nylons in 54 gauge, 15 denier **PHANTOM**, Style 4148, at \$1.95 a pair. My size is \_\_\_\_\_  
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(Don't send stamps.)

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_  
Coupon orders filled only in the U.S.A.

## LETTERS TO THE EDITORS

CONTINUED

and then one of them gets such a lucky break that it keeps everybody hoping.

Last Valentine's Day one of our choir boys, Jimmy Dolan, sang professionally for the first time in his life on the Arthur Godfrey "Talent Scout" television show. His knees shook so that the cameraman had to cut him off at the waist. By the time he had finished, however, Jimmie had picked up \$6,000 worth of contracts, including three months on the road, nine radio shows with Godfrey. Most tempting of all, Lucky Strike is considering him for the Frank Sinatra spot on the Hit Parade.

Jimmie has quit his job now as messenger for Remington Rand and, from the looks of things, he is in show business for good. We at St. Francis de Sales are all rooting for him. So are his police lieutenant father and eight brothers and sisters.

FATHER GROCAN

Church of St. Francis de Sales  
Belle Harbor, N. Y.

### TUBELESS TIRES

Sirs:

If everyone cut his own hair, painted his own house, repaired his own radio and built his own television set like Frank Herzegh (LIFE, Feb. 14), Goodrich would probably have trouble selling that wonderful new tire. It is economic interdependence that creates the market for tires and magazines.

It is the dollars that dependent people spend that fill Mr. Herzegh's pay envelope, not the dollars that the self-sufficient, hardy "pioneers" don't spend.

GEORGE ASHMAN JR.

Terre Haute, Ind.

Sirs:

Man and boy, for years I have tried to induce management to let me disclose the men behind the scenes of technological improvement. Your article appealed to me tremendously because of the credit it gives to one of the thousands of development engineers who make better things.

LESLIE PEAT

Managing Editor

Society of Automotive Engineers  
Journal  
New York, N. Y.

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# IT'S NEW! IT'S FUN!

## NOW THEY'LL LOVE TO BRUSH THEIR TEETH!



# Pro-phy-lac-tic WHISTLE BRUSH

(THERE'S A WHISTLE IN THE HANDLE!)



**W**HAT a peach of an idea! A child's tooth brush with a two-note whistle built right into the handle! Get one for your youngster today . . . at your drug counter. End-tuft design with natural bristles. Pro-phy-lac-tic Brush Co., Florence, Mass.

Made by the makers of the famous  
**PRO-PHY-LAC-TIC TOOTH BRUSH**



Round-end Prolon Bristles . . .  
Gentler to the Gums!

50¢





*Playful trained dogs romp toward the camera*

## ***SPEAKING OF PICTURES...***

*"White on white" is difficult but satisfying technique*



*Belgian rabbit*

The pictures shown here represent a delicate refinement of photographic technique known as "white on white." They are by Martin Munkácsi, veteran photographer who took a white on white portrait of a friend's cat some years ago (*opposite page*) which was so successful that he began to experiment further. Now he has developed this difficult technique into a fine art.

Munkácsi's instructions to imitative amateurs are refreshingly candid. First things needed are a white subject and a white background. The picture, taken preferably with an uncorrected lens, should be overexposed and underdeveloped. It can then be printed normally. "After following these rules," concludes unabashed Munkácsi, "he should throw his prints away and come right to me for some good pictures."



*Sulphur-crested cockatoo*





*Persian cat was Munkácsi's first white on white*



# NOW, AT LENGTH QUALITY

*in a  
long  
cigarette*

**Basil  
Rathbone  
says:**

BR  
Now, at length—quality in a  
long cigarette—Fatima! First Quality  
for thirty years. If you like a long ciga-  
rette, buy the best of long cigarettes.  
Buy Fatima . . . It's MY cigarette

*Basil Rathbone*

**FATIMA**  
TURKISH  
BLEND  
**CIGARETTES**  
Carrington & Carr  
RICHMOND  
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**FIRST QUALITY FOR 30 YEARS!**

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### Downyflake CASH CONTEST

Easy to enter . . . just send us your recipe  
for serving DOWNYFLAKE Donuts. Cash  
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and nutritious ways" to serve donuts.  
Win a cash prize! \$100 first prize . . . 2  
second prizes of \$50 each . . . then 20  
other cash prizes. Simple rules below.  
Everyone likes DOWNYFLAKE Donuts,  
so light and tender. Deli-  
cious eating—morning, noon  
and night. Wonderful with  
ice cream, fruit, toasted, or  
spread with jelly! Look for  
the DOWNYFLAKE sign.

**Downyflake**  
the light, tender **DONUTS**

### SIMPLE RULES

1. Send your recipe for serving DOWNYFLAKE Donuts. Write on one side of paper, sign your name and address. Enclose one DOWNYFLAKE name cut from bag or end flap of package (or get official entry sheet from dealer). If you cannot buy DOWNYFLAKE Donuts, mail us a post card and official entry blank will be sent you.
2. Mail entries to DOWNYFLAKE Donuts, Dept. 1-4, 393 Seventh Ave., New York, N. Y. Enclose one DOWNYFLAKE name (facsimile, or entry blank) with each entry.
3. All entries must be postmarked no later than May 2, 1949. Winners will be notified by mail, approximately four weeks after contest closes. List of winners sent contestants enclosing self-addressed stamped envelope.
4. Any resident of the continental United States may compete except employees of Doughnut Corporation, their advertising agency and their families. Contest subject to government and state regulations.
5. First prize \$100 in cash, two prizes of \$50 each; ten prizes of \$20 each; ten of \$10 each.
6. Judges' decisions final. Duplicate prizes for ties. No entries returned. Entries, contents and ideas therein, become the property of the Doughnut Corporation.

DOUGHNUT CORP. OF AMERICA, 303 7th Ave., N.Y.C.





All nylon from tiny stitches to delicate embroidered sheer trimming. About \$6.00.

# *Fluid Loveliness* IN TEXTRON'S NEW NYLON CREPE DRESS-SIZED SLIP

New nylon beauty for you. Pretty as an underwater garden . . . soft as sea moss. Textron's miracle crepe slip of 100% nylon! Washes like sheerest stockings—no ironing needed. Stays ever new—

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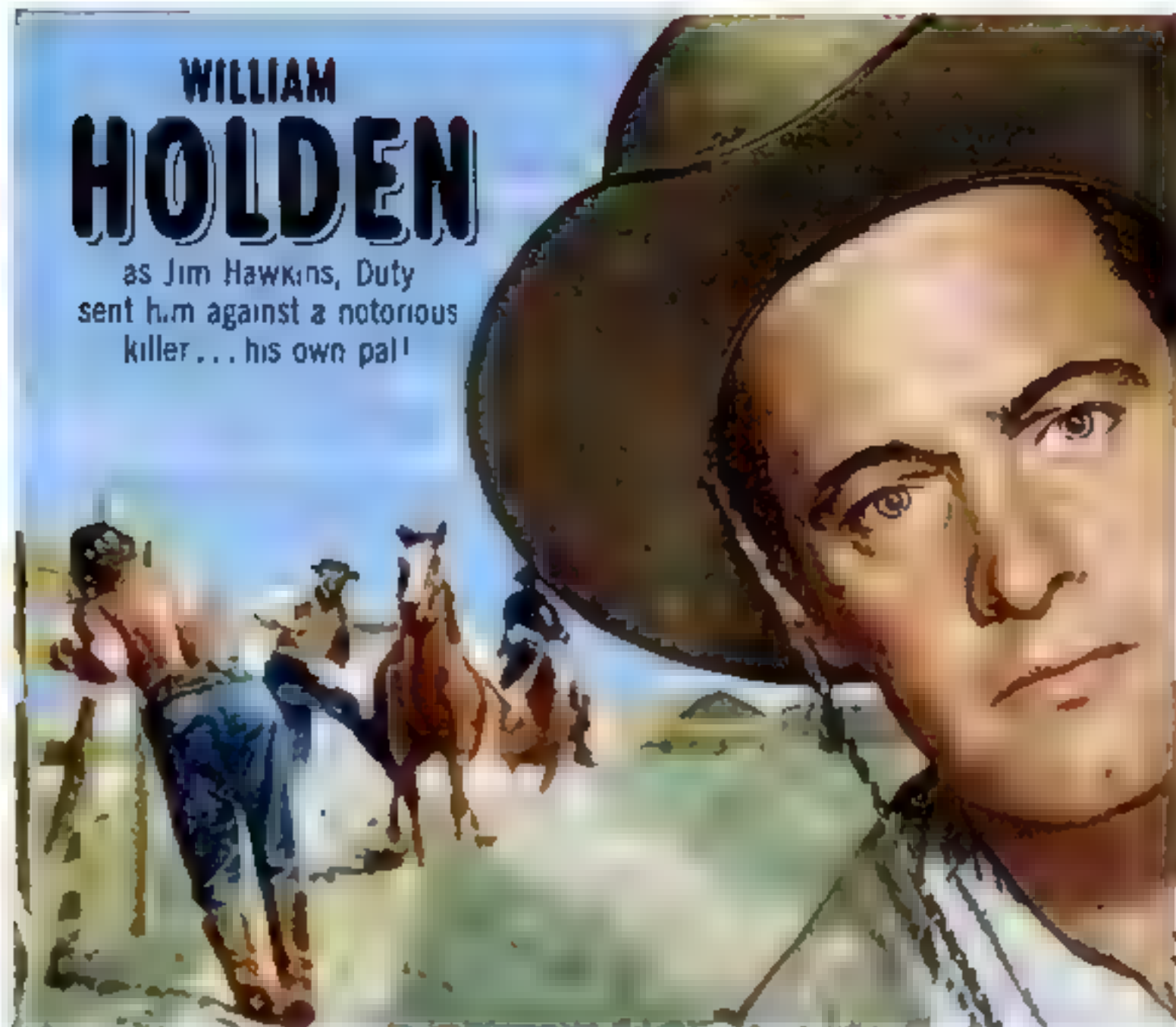
## THREE MEN AND A "BLONDE BOBCAT"!

One For All — And All For One!... In Adventure As Big As The Lone Star State!



### WILLIAM HOLDEN

as Jim Hawkins, Duty  
sent him against a notorious  
killer... his own pal!



### WILLIAM BENDIX

as Wahoo, the beau brummel  
of South Texas!



### MACDONALD CAREY

as Lorn, who could make the right  
seem wrong, and the wrong seem right!



### MONA FREEMAN

as the "Blonde Bobcat," who  
shared the lives of  
three reckless buddies on  
the open range.



PARAMOUNT Traveled A Thousand Miles, To The Country Of The Texas  
Rangers, To Film This Spectacular Story Of Their Adventures And Their Loves!

# Streets of Laredo

Produced by  
**ROBERT FELLOWS • LESLIE FENTON**  
Screen Play by Charles Marquis Warren  
Based on a Story by Louis Stevens and Elizabeth Hill  
A Paramount Picture

Color by  
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## LIFE'S REPORTS



SONG PLUGGER KENNETH REMO SINGS NASH SONG AT BACKERS' AUDITION

## RAISING SHOW MONEY

Ogden Nash lyrics are sung for Broadway backers

While people all over the country are laughing at Ogden Nash's new book of comic poems, *Versus*, a hand-picked group of New Yorkers have been listening to song lyrics which Nash has written for a new Broadway musical comedy, *He and She*. To help raise money for the show a series of song auditions have been held for potential backers. At these affairs, usually given in somebody's living room, a sampling of the show is given with Composer Vernon Duke at the piano while Nash slouches in the corner looking unhappy (p. 22) and everybody else has a wonderful time. Some of the songs which the auditors seem to enjoy the most are printed below. By last week the auditions had brought in most of the needed money.

### JUST LIKE A MAN

A girl can get along without a song  
A girl can get along without a sled  
She can find her Shangri-La without a bra  
But I don't think she can without a man. . . .

Just like a man  
He involved me in a nudist plan  
I'm not a man  
I got blisters and he got tan  
He used to eat  
At night leaving crumbs on the sheet  
Remembering which  
I am longing to itch  
He can scratch me to sleep with shredded wheat  
How proud he was of symptoms in his sinus  
But I snubbed each new disease  
My interest in his allergies was minus  
How I'd love to hear him sneeze!

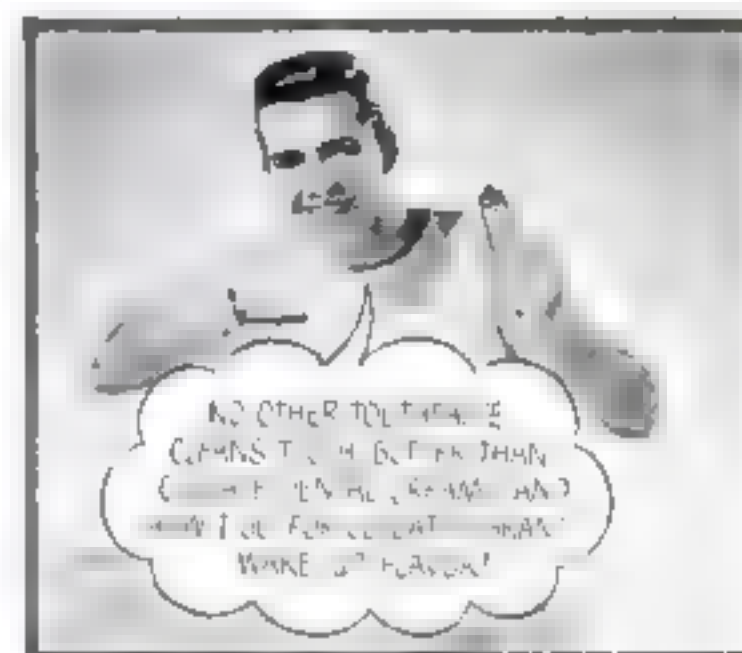
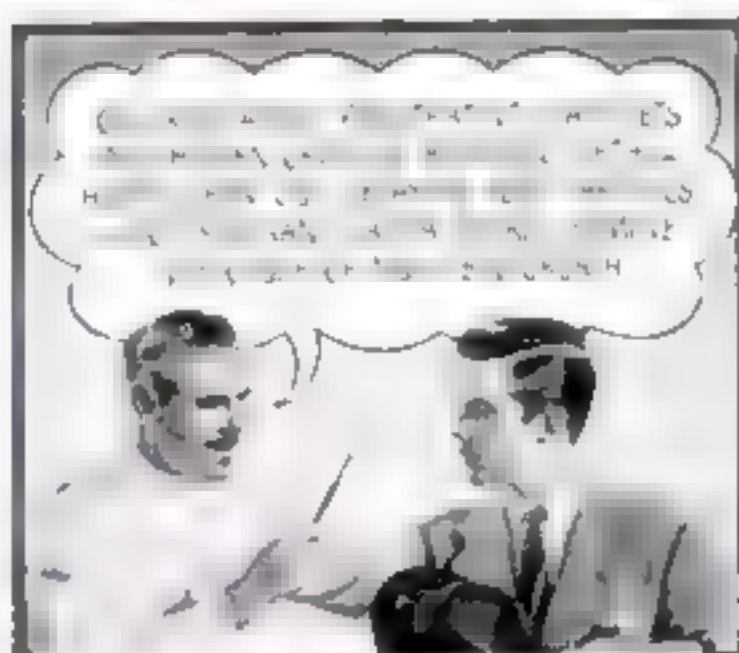
He was a man  
A thing no other thing is lower than  
Our love was a bubble  
I wish I was in trouble  
But no, he was just a gentleman.

He drove me frantic humming Dardanella  
I can hear that flat note yet  
On rainy nights he lost our umbrella  
Now I'd welcome him wringing wet  
Oh he was a man  
The only thing Del Monte cannot can  
And now life is empty  
Because I never dreamt he  
Would pick up his hat just like a man.

BY SPECIAL PERMISSION © THE HARMONY, INC.

CONTINUED ON NEXT PAGE

*I wouldn't want to be in his shoes!*



Always use COLGATE DENTAL CREAM after you eat and before every dose



After The Rip-cord Has Been  
Pulled, It Takes 3.6 Seconds  
For a Parachute To  
Open Completely...  
But In Only

# TWO SECONDS

Bayer Aspirin  
Is Ready To Go  
To Work!



## MAKE THIS TEST!

To actually see how fast it's ready to go to work, drop a Bayer Aspirin in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



The reason Bayer Aspirin provides amazingly fast relief from ordinary headache, neuritic or neuralgic pain is that it starts disintegrating almost instantly you take it... is actually ready to go to work in two seconds.

This two second action is important because *fast relief* is important when you're in pain. But there are *other* important reasons why millions of men and women use genuine Bayer Aspirin.

Among these are its effectiveness and its gentleness. Bayer Aspirin's single active ingredient is *so effective*, doctors regularly prescribe it for pain relief... is *so gentle* to the system mothers give it even to small children on their doctors' advice.

So don't experiment with drugs that have not stood the test of time. Use Bayer Aspirin for fast, dependable pain relief. And when you buy, buy by name. Always ask for Bayer Aspirin.

**\*Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

# BAYER ASPIRIN

## LIFE'S REPORTS CONTINUED

### THE AMOEBA

I have no marriage problems  
For I am an amoeba  
And half of me is Romen  
And half, the Queen of Sheba.

When he-me goes upon the town  
She-me does not sit up,  
When we are mad we live as one  
But when in love we split up.

### THE FISH

There have been moments when  
I wish  
That I had not been born a fish  
The chastest of the vertebrates  
I never even see my mates  
Instead of dreaming dreams of  
legs  
I swim around and okay  
eggs.

### THE DUCK-BILLED PLATYPUS

I'm just a duck-billed  
platypus  
We're ugly, but we appeal to us  
It's kind of fun to raise a family  
When you're partly bird and  
partly mammaly  
Nature made the duck-billed  
platypus  
And promptly tumbled on her  
prattypus.

### THE MISSING LINK

I am called the Missing Link  
I got no brow, just a brink  
I got an ugly head that rears,  
I got no brain, but I got ideas  
I was born before New York  
But I got grandsons in the Stork.

COPYRIGHT J. J. SORRINS & SONS INC.

In song lyrics Ogden Nash is playful. But in his latest book of poems, *Versus* (Little, Brown, \$2.50), from which the following selections are quoted, Nash stands out as a poet of protest who complains about everything from television to Spam.

### I WILL ARISE AND GO NOW

In far Tibet  
There live a lama,  
He got no poppa,  
Got no momma,

He got no wife,  
He got no chillun,  
Got no use  
For penicillun,

He got no soap,  
He got no opera,  
He don't know trium  
From copra,

He got no songs,  
He got no banter,  
Don't know Jolson,  
Don't know Cantor,

He got no teeth,  
He got no gums,  
Don't eat no Spam,  
Don't need no Tums.

**SURE FIRE!**  
for your lighter



### ZIPPO FLINTS

Sure-sparking. Long-lasting. Super-quality. Made to the specifications of famous Zippo Windproof Lighters. Fit most lighters. 4 for 10¢.

### ZIPPO FLUID

Instant-lighting. Burns with clean, smokeless flame. In cans with drip-proof spout, 25¢. Another quality Zippo product.



### GET THE 3-IN-1 KIT

A year's supply of Zippo Super-quality Flint (for the average smoker), and a can of instant-lighting Zippo fluid. Both for only 50¢ extra when you buy a Zippo lighter. A wonderful gift!

ZIPPO MFG. CO., BRADFORD, PA.

**NEW! Notched bar permits instant blade changing**



**New!  
World's Slickest  
Shaving  
Combination!**

**Improved**

**Gillette  
Super-Speed  
RAZOR SET**

• You change blades in a jiffy and enjoy the best-looking shaves ever, with this ultra-modern combination. Twist—the razor opens. Zip—it's loaded. Twist again—and man, oh man, *what* shaves you get!

**SAVE ON THIS SPECIAL OFFER!**

Gillette One-Finish Razor and 10 Blades Dispenser **\$1.00**

CONTINUED ON PAGE 22



# BOB HOPE'S SWAN OFFER!



DORIS DAY, singing star of the BOB HOPE SHOW, says, "It's the new look in jewelry!"

BOB HOPE says, "Let me send you one today."

## Hollywood LAPEL LOCKET

CERTIFIED \$1.50 VALUE

Only  
**35¢**

tax included

and 1 wrapper from  
Swan Floating Soap!



You'll wear  
your Hollywood  
lapel locket  
many ways...



On your sweater over  
your heart...



Pinned to the lapel of  
your coat...



To dress up your  
blouses...



As a handsome collar  
decoration...



To give the "new look"  
to your evening gown!

## Take advantage of this great offer!

Get this exquisite, hand-polished, antiques beauty for a fraction of its value!

It looks like a lovely heirloom—hand-polished  
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It has a Fleur de Lis clasp and  
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lovely way to keep loved ones'  
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It's a precious Hollywood lapel locket for only  
35¢ and a single wrapper from SWAN—the  
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**MAIL TODAY! Use this coupon!**

Address: BOB HOPE P. O. Box 343,  
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Enclosed are 35¢ in coin and one SWAN Floating Soap wrapper,  
for which send me the Hollywood Lapel Locket.  
NOTE: If you wish additional lockets, be sure to enclose 35¢  
and one SWAN Floating Soap wrapper for each locket ordered.

Name.....  
(Please Print Plainly)

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City..... Zone..... State.....

WRAP COINS SECURELY FOR SAFE MAILING  
This offer good only in continental United States, including  
Alaska. Expires June 1, 1949. This offer subject to any applicable  
state or local regulation.

# SWAN

the newer, BETTER  
Floating Soap



Another fine product of Lever Brothers Company, makers of Lux and Rinso





## An Instant Success!

It's the instant coffee America has been waiting for! You make it right in the cup . . . exactly the strength you like best—just the amount you want . . . There's no pot to wash . . . no messy grounds to get rid of . . . and no waiting! You make it fast! You make it fresh!

It costs only about a penny a cup and there's no waste. Compare it for quality with any coffee made any way. Get your jar today!

# Chase & Sanborn Instant Coffee Product

MADE BY THE MAKERS OF FAMOUS CHASE & SANBORN COFFEE  
Fine Coffee Merchants since 1864



## LIFE'S REPORTS CONTINUED

He love to nick him  
When he shave;  
He also got  
No hair to save.

Got no distinction,  
No clear head,  
Don't call for Calvert;  
Drink milk instead.

He use no lotions  
For allurence,  
He got no car  
And no insurance.

No Winchell facts,  
No Pearson rumor  
For this self-centered  
Nonconsumer.

Indeed, the  
Ignorant Have-Not  
Don't even know  
What he don't got.

If you will mind  
The Philco, comma,  
I think I'll go  
And join that lama.

## I SPY

Now elbow-deep in middle age,  
A viewer I'm of video,  
And some of it is beautiful,  
But most of it is hideo.

I like to view the video  
On Saturdays, for instance,  
I like to cheer the Notre Dames,  
The Rutgerses and Prince-  
tons. . .

But there are less exalted scenes  
I view upon the video,  
The lady wrestlers make me sick,  
Perhaps I'm too fastideo.

And evening vaudevideo,  
I view it with alarum,  
I can't determine which it's for,  
The nursery or the barum.

Yet ask me to your house to  
view,  
And I'll be there immediate,  
For all the world is video,  
And I the village videot.

## STAG NIGHT, PALEOLITHIC

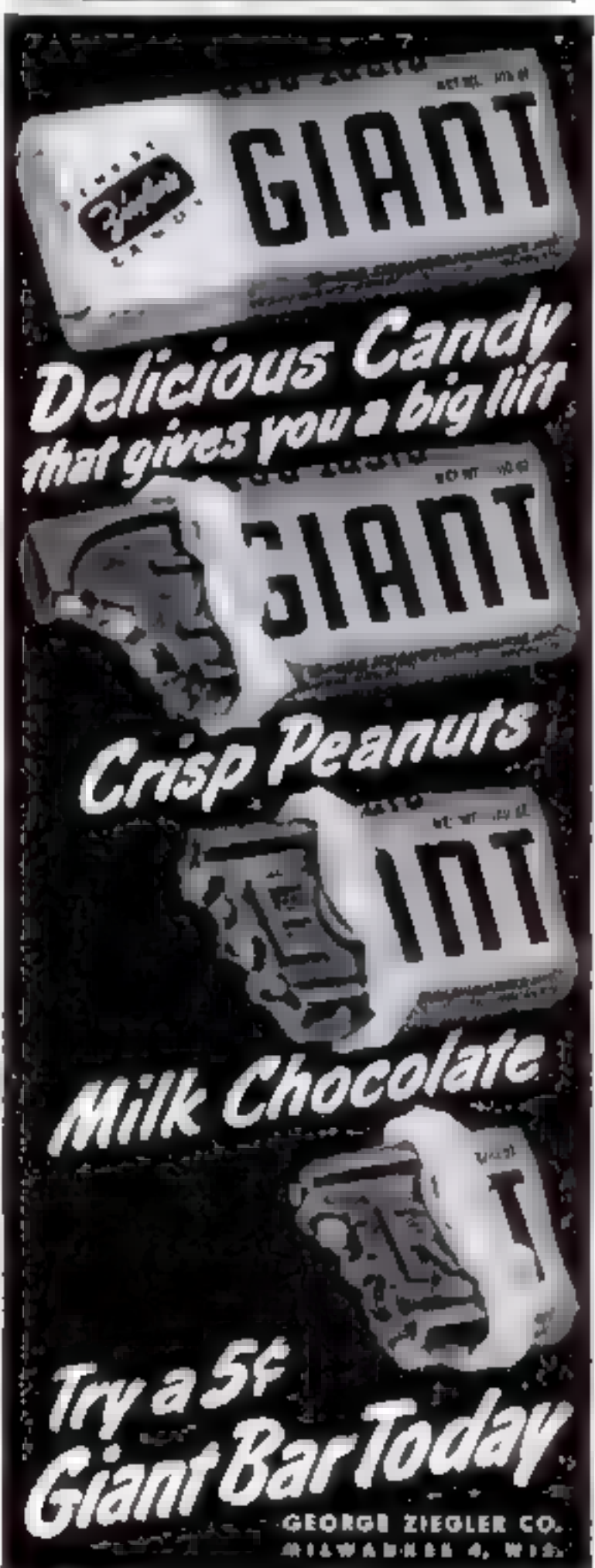
Drink deep to Uncle Uglug,  
That early heroic human,  
The first to eat an oyster,  
The first to marry a woman.

God's curse on him who murmurs  
As the banquet waxes moister,  
"Had only he eaten the woman,  
Had only he married the oyster!"

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POET NASH (left) remains glum  
while an admirer applauds his lyric.







## How to get lasting comfort in your new car, furniture and mattress

You need only to press your hand down upon **Airfoam** cushioning to discover why it is the last word in comfort. You'll feel a resilient uplift — a live buoyancy that cushions weight uniformly — a springy body-cradling support that permits complete relaxation.

Secret of this glorious comfort is millions of tiny air cells that give **Airfoam** a "comeback" unknown in other cushionings. It keeps this magic resiliency for life; doesn't sag or lose shape in years of use. It's cool, sanitary, non-allergic and repellent to vermin.

Because of these unique qualities **Airfoam** is being used more and more to cushion better cars, furniture and mattresses. To identify this wonder product of Goodyear Research, just make the push test and look for the **Airfoam** label — your guide to super-comfort. Goodyear, Airfoam Dept., Akron 16, Ohio.

Airfoam—T. M. The Goodyear Tire & Rubber Company

*Airfoam*  
**SUPER-CUSHIONING BY**  
**GOODYEAR**  
 THE GREATEST NAME IN RUBBER

We think you'll like "THE GREATEST STORY EVER TOLD." Every Sunday—ABC Network



*"Just another cheese omelet? Oh no, my dear,  
it's made with **Borden's Chateau!**"*

SAYS ELSIE, THE BORDEN COW!



### CHEESE OMELET

... with the finer Cheddar flavor of Borden's Chateau\*

6 eggs  
6 tablespoons milk  
1 teaspoon salt  
  
1/2 teaspoon pepper  
2 tablespoons butter  
1 cup finely diced Chateau cheese food

Lightly beat together eggs, milk and seasonings. Melt butter in skillet; pour in eggs; cook slowly over very low heat. When nearly set, sprinkle top with finely diced Chateau, cover and cook till cheese melts. Crease, fold over, serve up on warm platter and EAT immediately!

No run-of-mine omelet this! The rich, melted cheese goodness of Chateau gives it a zest and flavor you get with no other cheese food. Chateau gets its richer flavor, finer texture from Borden's way of blending finest aged and mild new American Cheddar cheese. For sandwiches, sauces, salads, Welsh Rabbits . . . to make all the things you make with cheese taste better . . . get Borden's Chateau in its new colorful package at your food store today. 1/2-lb. package (plain or pimento) or 2-lb. loaf. (Recipe serves 4.)

\*U. S. Pat. Off.



You: "What's the latest love of cheese lovers?"

Elsie: "The new Borden's Pippin Roll!"



Magnificent is the word for Pippin Roll.

This is a truly choice, sharp cheese—the finest aged natural Cheddar, cured for over a year, and ground to make it smooth and easy to spread. It makes a sandwich for an epicure . . . a smart, snappy snack . . . perfect company for pie. Get Borden's Pippin Roll in the golden 3-oz. roll at your dairy counter today.



You: "What makes a Lenten sandwich make a hit?"

Elsie: "Borden's Pimento Cheese Spread!"



Cream cheese, fresh and nourishing, laced through with plump morsels of real pimento! Borden's Pimento Cheese Spread is rich and creamy—a favorite with children and grownups, too!

And here's news! There are 12 varieties of Borden's Cheese Spreads now. Put up in attractive re-usable glasses of a new design and all decked out in bright new labels and caps. Look for them at your food store today and pick several kinds to keep on hand for lunch-box sandwiches and party snacks.

©The Borden Company

Enjoy **Borden's Fine Cheeses**  
IF IT'S BORDEN'S—IT'S GOT TO BE GOOD!



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### LIFE'S COVER

Marge and Gower Champion have known each other ever since they were in school in Hollywood when she was 12 and he 14. Marge's father, a ballet teacher, gave Gower his first ballet lessons. Marge always wanted to dance with Gower professionally but didn't get her chance until 1947, when they formed a team and went on a nightclub tour. After five months, they were married. Now a new television show, *Admiral Revue* (p. 82), which ranks third in the Hooperatings behind Milton Berle and Arthur Godfrey, has halted their travels long enough for the Champions to settle down in Manhattan.

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# GIANT SALE!



Here's your money-saving chance to get Mennen Skin Bracer and New Mennen Cream Hair Oil. Yes—New Mennen Cream Hair Oil that keeps even driest hair neatly in place. And Mennen Skin Bracer—America's favorite after-shave lotion.

Snap Up This Bargain at Your Favorite Store...TODAY!

## TRY MENNEN BRUSHLESS

USED BY MORE DOCTORS who specialize in Skin Care THAN ALL OTHER BRANDS COMBINED\*

Helps Make Beards Up to 47% Softer for Shaving



\*Nationwide surveys prove it!



*They're even Safer  
than you think!*

WITH YOUR PRUDENTIAL life insurance, your children are even *safer* than you think. For The Prudential has invested the money guaranteeing their future security in the wisest way possible. It has invested the money in America.

The Prudential has put your money to work all over the United States and Canada. It is working *for you every minute* in small towns and cities . . . financing homes and businesses . . . improving farms . . . making jobs . . . making more goods.

The nation's strength is The Prudential's strength, for all the company's "assets" are woven into the economic fabric of the nation. Every dollar invested by The Prudential adds to the

certainty that your insurance will be paid when due. *All* of the assets of The Prudential are held for the *one purpose* of guaranteeing the security of Prudential families.

Not only is the future security of you and yours *safe* because it is bound up with America's future, but the entire resources of your company are working to make the future of America *great* . . . with more productivity and more happiness for all of us.

★

*Enjoy the Prudential Family Hour of Stars—Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.*



THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT

**THE PRUDENTIAL**  
INSURANCE COMPANY OF AMERICA  
*A mutual life insurance company*

HOME OFFICE: NEWARK, NEW JERSEY  
WESTERN HOME OFFICE: LOS ANGELES, CALIF.





HOPEFUL FADDISTS, STILL FIVE TIERS FROM TOP, POUR BILLS ON TABLE OF WINNER PEGGY WALDEN (THIRD FROM RIGHT), WHO PROVIDED CUSTOMARY DOUGHNUTS

# PYRAMID CLUB CRAZE SWEEPS NATION

The deliciously avaricious people above are just a few of the several million Americans who are currently engaged in trying to accumulate a few fast bucks via the wackiest route since the chain-letter mania of 1935. The new mass hysteria is known as the Pyramid Club and began—like so many other strange and wonderful notions—somewhere under the balmy skies of California. By last week it had spread right across the nation and into staid New England, moving as fast as a tornado and causing almost as much upset along the way. The Pyr-

amid Club is just a new version of the chain letter, with delivery made by hand to get around the regulations with which the Post Office Department tries its best to protect suckers. New members are recruited at a dollar a head at neighborhood parties, at which customary refreshments are coffee and doughnuts. For his dollar the recruit has his name placed at the bottom of a pyramid-shaped chart like the one on page 28. He then enlists two more newcomers, each of whom has to find two more. Each step moves him up toward the top of

the pyramid, as he would move up on a chain letter, until finally he has the No. 1 spot. Theoretically it takes just 12 days for a new member to move to the top and collect his reward—which is theoretically \$2,048. Unfortunately for this pleasant thesis, it works out mathematically that somewhat more than 8 million new members would have to join the same club by the end of the 12 days. But there have been just enough winners like this Weston (Conn.) woman—who was surprised and delighted to get even \$184—to keep the fad alive.





**MASS MEETING** of members, some with hats like pyramids, protests attempts of authorities in Santa Monica, Calif. to declare club illegal. Chart shows structure of pyramid. New members' names go into eight bottom squares.

As each new member recruits two more, top man moves off pyramid, which then splits down middle into two pyramids with 15 names each. Top man must then go upward through two other pyramids just like this before payoff.



**WINNER WALDEN GREETED MONEY-BEARING GUESTS**

## LAW TRIES TO STOP IT BUT NOBODY LISTENS

Wherever the Pyramid Club epidemic hit, telephone exchanges were swamped as members sought recruits and lined up parties. Bakers were hard put to keep up with the doughnut demand and even the consumption of alcohol went up alarmingly as some hosts resorted to more drastic methods of snaring guests. Authorities who tried to clamp down on the parties under lottery laws—or even took out the racketeers who quickly moved in on the soft touch by promoting fake clubs in which they bartered all the money—got nothing but insults for their trouble. By the time the craze reached Greenwich, Conn. last week, the prosecutor wisely threw up his hands and declared, "I don't think these people need the protection of the police or courts. More likely they need a psychiatrist." About the best that could be said for the craze was that in Greenwich, one of the poorest communities in the U. S., it had a highly demoralizing effect. One well-to-do matron threw a pyramid party and found that her guests included two cab drivers, a plumber, her cleaning woman and her cleaning woman's husband. Since all felt equally larcenous at the moment, a good time was had by all.

### The Detroit News

#### O'Brien to Smash Pyramid Lottery

### Los Angeles Examiner

#### 'Frameup' Charged by Prosecutor in Pyramid Acquittal

### THE HOUSTON POST

#### PYRAMID CRAZE MOUNTS; POLICE PLAN NO ARRESTS

### GREENWICH TIME

#### Dough & Doughnuts Spur Pyramid Fad

**COAST-TO-COAST** consternation—and frequent legal problems—are shown by headlines from recent newspapers. Below, residents of Houston, Texas line up outside home of a woman named Mrs. Mary Ann Hunt who de-

clared she could compress 12 days' action into 12 hours by forgetting the doughnuts and running new members through an assembly line. Some eager beavers stood all night to be first in line. Mrs. Hunt—at least, made money.



**JUDGE IS MOBBED** by happy pyramiders after ruling their pastime is legal in San Antonio Township, Calif.





**JOY REIGNS SUPREME** at the home of Mrs. Clyde Smith of Santa Monica, who has just been blessed with

\$124 as her reward for reaching top of a "quickie" or seven day pyramid which was one California variation

on usual pattern. Winner's take is cut whenever a member fails to get two recruits (or absconds with the funds).



# NO FRONTIERS? MAYBE THE "CLOSED" ECONOMIC FIELD OFFERS A REALLY SOFT TOUCH

Jack Kapp, president of the Decca Records company, has been having an interesting time talking to college students. On every campus, says Mr. Kapp, the questions are the same: "What chance have I got in this system?" The students are plaintive; they couple their skeptical questions with such wistful remarks as, "Everything is in the hands of a few people."

Well, college students have always been skeptical before diving into the somewhat disconcerting whirlpool of that first job hunt. It was more or less the same in 1925 as it is now. But not quite the same. For the disbelief of a generation ago was the purely psychological reaction that occurs when anyone stands face to face with the unknown. Today the disbelief is deeply philosophical; it is part of a world-weariness that afflicts even those who have good jobs and secure niches in adult society. Undergraduates can hardly be blamed for reflecting a philosophical attitude that is cultivated not merely by the young but by practically everybody, even some of the professors.

There is a peculiar irony, however, when disbelieving questions are addressed to Jack Kapp of all people! For Mr. Kapp is living proof that no man in America is destined by circumstances to spend his life behind a large and immovable eight ball. Mr. Kapp was born in Chicago in 1901, the son of a house-to-house canvasser for the old Columbia Phonograph Co. He worked his way through high school

by taking errand-boy jobs. In 1926 he was in charge of the Brunswick Company's "race record division"—meaning that his business was to go around the country making recordings by Negro talent.

All of this was background for what was to come later. In 1934 Mr. Kapp decided the time had come to use his background in his own behalf. "What chance did he have?" The record business was near the all-time low. Radio had forced the bankruptcy of hundreds of record companies; only two remained. "Everything was in the hands of a few people."

What Mr. Kapp proceeded to do was to prove that a "closed" field is the softest of touches. As Mr. Kapp himself puts it, any company which casts itself in the role of "custodian of the *status quo*" is destined to die. With the record business on the rocks because of *status quo* custodians, Mr. Kapp hived up in the public library for a week to study old record catalogs. He discovered that the business was oriented toward Europe; there were 1,200 recordings of Chopin to few of Irving Berlin. You could get plenty of foreign voices, but U.S. singers such as Bing Crosby were considered *infra dig*.

All of this gave Mr. Kapp an idea that soon burgeoned into a relevant philosophy of business. Pursuing his idea, he made Bing Crosby a rich man. Bucking the rest of the industry, which considered it foolish to put entire musi-

cal comedy scores into album form, Mr. Kapp made thousands of dollars by selling Gershwin scores complete.

Mr. Kapp likes to repeat the words from Emerson's *The American Scholar*: "We will walk on our own feet; we will work with our own hands; we will speak with our own minds." Emerson isn't much favored these days, and the modern American scholar might insist that Mr. Kapp is a monopolist in four-leaf clovers. But the Dartmouth student who has spent the winter weekends riding up a few of America's 1,000 ski tows might stop and reflect on the fact that in 1932 there wasn't a single ski tow in the whole U.S. Maybe it is impossible to start a new automobile company today, but General Motors is going to need a new president in a few years, and it is certainly going to need new production men. According to a recent survey this country needs to train 15,000 new doctors; indeed, if present trends continue we will, so says Dr. Thomas Parran, be faced with a doctor shortage of 30,000 to 50,000 by 1960.

"What chance have I got?" In the light of the world's hunger for services and moving ideas, the chances would seem to be as manifold as the inside of the human skull can make them. When someone asks Mr. Kapp a wistful question the next time, he might counter it with another question. We suggest that he put it this way: "What's stopping you?"

# BASEBALL MONOPOLY? THE GARDELLA CASE RAISES THE OLD CRY OF BALLPLAYER "PEONAGE"

Speaking of monopoly, a young man named Danny Gardella has thrown the world of organized baseball into a tizzy by bringing suit against the New York Giants for allegedly violating the antitrust laws and depriving him of his means of livelihood. Some years ago Danny jumped the Giants and went off to play in the "outlaw" Mexican League. Tiring of hot tamales and chili, Danny eventually came home to the U.S., where he found himself banned from organized baseball for a five-year period. He tried to play semipro ball but ran into difficulties. His claim is that the long arm of the Giants somehow reached down into the semipro sticks and "hounded" him into complete retirement.

If organized baseball could settle out of court with Danny for the one hundred grand in damages that he asks, it would probably be glad to do so. But the case has already produced a legal opinion by Judge Jerome Frank of the U.S. Court of Appeals that hangs over baseball like the Damoclean sword. Since professional games are now televised and broadcast by radio, Judge

Frank avers that the national sport takes place in interstate commerce and hence can be sued for restraint of trade under the antitrust acts. He also argues that the so-called reserve clause, by which a ballplayer is bound even beyond the period of a contract to his "owning" club, constitutes "something resembling peonage of the ballplayer."

If the Frank opinion is sustained by the Federal District Court or the U.S. Supreme Court, a multimillion-dollar business would tremble in the balance. For without the reserve clause any baseball player could, on termination of a contract, proceed at once to sell himself to the highest bidder. The rich teams would soon corner every high-priced star on the market and the baseball leagues would be hopelessly unbalanced. No doubt the U.S. could bear up under the circumstances, but the period of readjustment would be something to behold.

Given proper ingenuity, some legal gimmick probably could be found to bind players to parent clubs without the reserve clause. Long-term contracts with periodical reopening op-

tions based on quality of performance might be one way out. LIFE would hate to see the national game disintegrate, and it can't see that the reserve clause constitutes hopeless slavery. But even though it hopes that Gardella, the Mighty Midget, doesn't succeed in pulling down the whole blinking temple of baseball, it is troubled by the attitude of the professional baseball moguls when they scornfully designate a new competitive league as "outlaw" simply because it refuses to abide by certain rules. It is one thing for the Giants and the rest of organized baseball to refuse to do further business with a jumper. But if Gardella elected to play ball in Mexico in a rival "unorganized" show, or if he wished to hire himself out to a semipro outfit on Staten Island or anywhere else, just why should that put him in a category that is ordinarily used to cover horse thieves, train robbers and mining claim jumpers? Anybody has the right to play for a new ball league or club without asking permission from Commissioner Happy Chandler, whose say-so in the matter is no better than Gardella's.

## PICTURE OF THE WEEK: ➡

On Washington's Birthday a hapless, 1,200-lb. Hereford cow named Grady squeezed herself into the silo on Bill Mach's Yukon, Okla. ranch through an opening little bigger than her head. Contentedly munching silage

and fattening by the hour, she was seemingly trapped. Mach could not make the hole bigger without wrecking the structure. For four days Grady stayed put and grew still fatter. Then the farm editor of the *Denver Post*

arrived with the solution. Grady was liberally coated with grease, shoved to the opening and given a sedative against possible pain. Getting the idea, she lunged and burst out of the silo like an outsized champagne cork.





IMPRISONED BY THE CONCRETE WALLS OF A SILO,  
AN OKLAHOMA COW EYES THE TINY OPENING (TOP)  
THROUGH WHICH SHE ENTERED AND LATER ESCAPED





3 Cannoneers





For the  
Truman Album

## Here are souvenirs of angry week

Among the things President Truman hates Communist Drew Pearson ranks near the top. Several times Pearson has hit where it hurts by reporting unkind Washington gossip about his womenfolk. After one such column Pearson approached the President face to face after a press conference—and some observers had the impression Truman would gladly have taken a swing at Pearson if a Secret Service man had not moved in. Recently Pearson slapped at an old Truman pal by criticizing Military Aide Harry Vaughan for accepting an Argentine medal (*opposite, below*), and last week the President slapped back. At a Washington dinner (*right*) Mr. Truman reaffirmed his faith in General Vaughan with the startling statement that "any s.o.b. who thinks he can cause any of those people to be discharged by me, by some smart-aleck statement over the air or in the paper, he has got another think coming." Presidents have occasionally been given to cussing—without even bothering to use just the initials—few if any have ever done it so publicly. Mr. Truman had made a historic utterance and the reaction, of amusement or shock depending on tastes, was violent. Then 48 hours later the President used some more strong language, but no swear words, in castigating the "special interests" for holding up his Fair Deal.



AT THE DINNER OF RESERVE OFFICERS ASSOCIATION, HERE TRUMAN MADE HIS S.O.B. REMARK



# The News

# NEWS!







FORT DIX GI'S SON STANDS IN THE DOOR OF A HUT JUST OVER A HOLE THAT LETS WINTRY AIR CHILL FLOOR



"LAUREL VILLAGE" IS MADE UP OF HUTS OWNERS

## NEW ARMY HAS A

### It finds that Fort Dix GIs live

Although U.S. recruiting offices now promise a prospective soldier that he will be treated like a gentleman, they do not mention that if he is a family man he may have to live like a bum.

The reason is that the housing situation, still bad enough generally, is at its worst around Army camps. At Great Falls, Mont. soldiers and their families live in tar-paper shacks. At Fort Ord, Calif. a GI family's "apartment" is a chicken coop with a ladder to loft "bedroom." The dismal conditions that exist in the New Jersey countryside around Fort Dix and McGuire Air Base are probably not the worst. Of the 40,000 officers and men stationed here, 3,600 are eligible to live with their families. But quarters for only 340 are provided by the services. The Army found out how its married enlisted men were living when the commandant of Fort Dix ordered an investigation of high rentals. Besides uncovering exorbitant prices, the survey showed that off-the-post GI families are living in garages, plywood pyramidal huts, rooms in overcrowded houses, even a henhouse. Some have no water or electricity. One outdoor toilet serves as many as 25 people.

Under such conditions the GI family gets to the breaking point (pp. 36, 37). His civilian landlords have their excuses (lower right), but at least they were making unusually high profits. The one con-

### THESE ARE TENANTS' COMPLAINTS



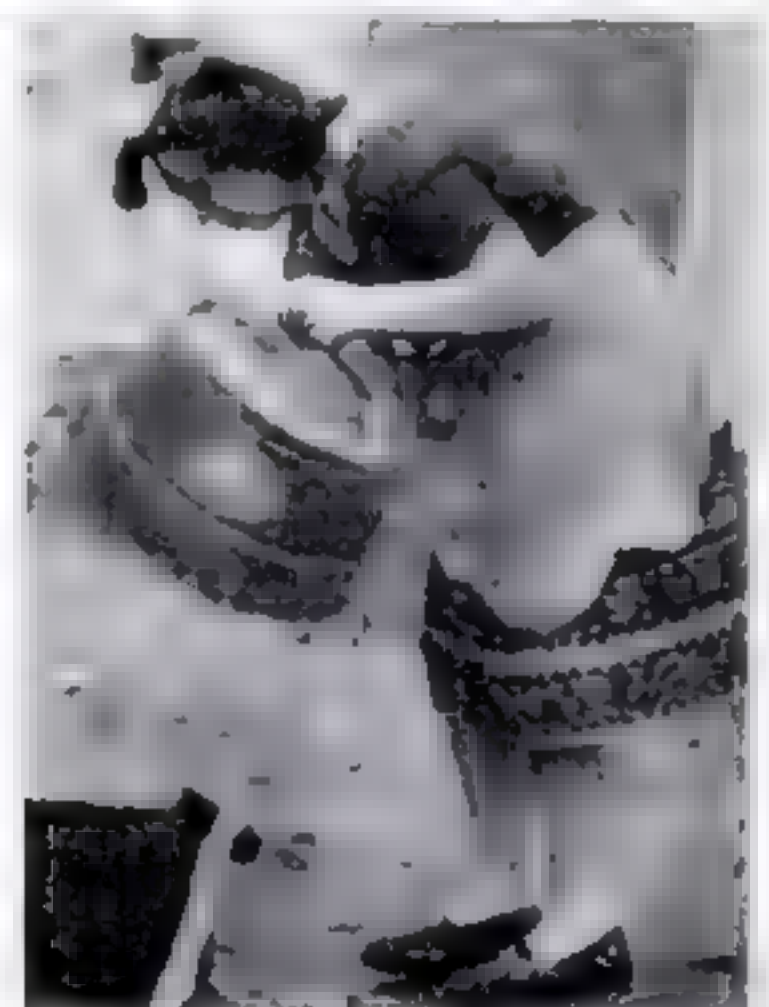
**FILTHY CONDITIONS** are not helped by chickens running loose, soldiers' families complain. This is at Mabee's where one family lives in a made-over henhouse.



**NO PLUMBING** is provided at many of the settlements, and tenants carry water from outdoor faucet. The single spigot above serves nine families at Mabee place.



**FALLING PLASTER** shows deterioration of six-room house where three families live. Tenants hesitate to complain because they cannot find anything better.



**OPEN SEWER** on Mabee place is breeder of germs. A cement spillway it is right next to the communal faucet and carries sewage past garage where five families live.





BOUGHT FOR \$125. RENT TO GIs NOW: \$35-\$50 A MONTH

# HOUSING SCANDAL

in shacks and even a chicken coop

structive attempt by private enterprise to provide good housing near Fort Dix was headed by Mayor Davis of Wrightstown. After he had collected deposits up to \$960 apiece from some prospective tenants of his 94-unit apartment houses, however, the project halted temporarily. The bank is now in possession of the buildings and last week the "depositors" were demanding their money back.

But most of the blame seems to fall upon the Army and Air Force. And despite the investigation Fort Dix did little or nothing to remedy the situation. The services have converted some old barracks into comfortable apartments and provided some trailer parks for the few GIs who can afford a trailer. But these moves are only a beginning. In part the services are guilty of failing to estimate their needs. The Army, for example, declared 330 plywood huts at Fort Dix surplus as "unfit for habitation." Result: civilians bought them, now rent them to GIs (*above, center*) at big profits. Mostly the services will have to assume more responsibility for housing the "new army." Until then they will keep losing men at the end of their enlistment simply because their families refuse to live in slums. Last week, however, the Army was trying one "solution": under a new order enlistments or re-enlistments will not be accepted from men below the first three grades who have families.



MORNING LINEUP FORMS IN FRONT OF OUTDOOR TOILET THAT SERVES 16 PEOPLE AT "CALIFORNIA VILLA"

## THE LANDLORDS HAVE THEIR SAY



**GEORGE SHERMAN** says that Laurel Village huts (*top center*) look bad because the tenants do not fix them up. "They are what you make them, palaces or pigsties."



**MRS. ROSE GRABER** runs well-kept Quonsetlike huts and three-room houses. Says she: "I deserve a medal for giving them places to live." Average rent: \$55.



**MRS. "HONEY" LEAKE** and husband closed restaurant, now rent pyramidal huts (*not shown*) at \$50 a month. Price was \$55 but she "took pity" on tenants.



**MAYOR EDWIN DAVIS** says that the "deposits" of a year's rent were urged on him by soldier tenants and explains that he did not know of FHA's two-month limit.





THE WILLARD WEBB FAMILY LIVES IN AN 8-BY-14 FOOT QUONSETLIKE HUT THAT WAS PRIVATELY BUILT

## IT'S NO FUN TO BE A PARENT AROUND FORT DIX

Caring for a family is no fun anywhere around Fort Dix but the dreariest home is that of Private Charles Blanchard. Private Blanchard, whose family consists of his 21-year-old wife and his 18-month-old daughter Janet, is a World War II veteran who got out of the Army in October 1946, then re-enlisted in August 1948. In civilian life the Blanchards lived in a two-room apartment in Syracuse, N.Y. It cost them \$62 a month, but the rent included a refrigerator, stove, electricity, gas, water and even a fireplace. Now that he is back in the Army he makes as much money as he did in his last job with the Easy Washer Co. (\$170 a month), but any similarity with their former existence ends here. They live in "Lau-

rel Village," in a two-room plywood pyramidal hut. They have no electricity, gas or plumbing. They get their light from a kerosene lamp and they cook on a two-burner kerosene stove they had to buy themselves. Their water comes from an outdoor faucet 10 yards away which, like the outdoor toilet, they share with other families. Their rent is \$35 a month, but they get little more than four walls and a roof.

After three months all this is beginning to tell on the Blanchards. Mrs. Blanchard, a filling-station proprietor's daughter, points and says, "You see that latrine up there? Well, we might as well live there as here. I wasn't brought up this way and I don't intend to bring my daughter up this way."



**CHILD'S-EYE VIEW** shows a yard where seven children of Fort Dix soldiers play amid a litter of mud, trash and chicken droppings. This group of homes, owned by

Miss Murtie Mabce, includes a garage where five families live and a made-over chicken coop that houses one family. There is only one outside toilet for nine GI families.



**TRYING TO KEEP HUT CLEAN** is a never-ending struggle for Mrs. Blanchard. Janet has nothing to play in but dirt outside and tracks up hut whenever she comes in.



**JANET KEEPS LATE HOURS** in Blanchards' bedroom. While her father lights a cigaret after going to bed, her mother reads Janet to sleep by the light of an oil lamp.



**SCREENING FOR WINDOW** had to be scrounged by Private Blanchard because none was supplied with hut and Blanchards expect hordes of mosquitoes this summer.



JANET BLANCHARD REALLY NEEDS  
HER DAILY DUNKING IN DISHPAN







TWO GERMAN POLICEMEN PIN A JEWISH DEMONSTRATOR AGAINST WALL DURING RIOT THAT GREW OUT OF PROTESTS AGAINST BERLIN SHOWING OF "OLIVER TWIST"

## FAGIN IN BERLIN PROVOKES A RIOT

Jews clash with German police  
over the showing of "Oliver Twist"

The pictures from Berlin last week were like photographs of an old nightmare. Here again, as there had been a decade ago, were club-swinging police and mauled and battered Jews. On two successive nights the Jews and police fought with clubs, rocks and firehoses around the Kurbel Theater in Berlin's British sector.

This outbreak, however, was prompted by an attempt to show the J. Arthur Rank motion picture, *Oliver Twist*. A faithful picturization of the Dickens classic, *Oliver Twist* has "the Jew Fagin" as its principal villain (opposite page). Berlin Jews—mostly non-German DPs—felt this characterization was viciously anti-Semitic and demonstrated against

the film both inside and outside the theater. German police were called; the riot followed. The next night demonstrators again engaged police; this time they were reinforced by a petition—signed by Berlin's Lord Mayor—urging withdrawal of the film. British military authorities refused to interfere, but the exhibitors finally gave in. By then the damage had been done. One leading German editor, noting an ominous tendency to blame Jews for Berlin's black markets, wrote that the local reaction to the demonstration had shown "frightening examples of the existence of anti-Semitic circles."

Was *Oliver Twist* actually as anti-Semitic as the Berlin riots would indicate? Americans could not



DOOR OF THEATER where *Oliver Twist* was being shown is smashed by Jewish demonstrators who five times broke through police cordon established around playhouse.



POLICE USE CLUBS in attempt to halt angry Jews storming Kurbel Theater. Before riots ended 15 Jews had been injured and three arrested. Seven policemen were hurt.





AS THE MASTER AND MENTOR OF A BAND OF JUVENILE PICKPOCKETS, FAGIN IS PRESENTED IN "OLIVER TWIST" EXACTLY AS HE WAS DESCRIBED BY CHARLES DICKENS

judge on the evidence of the film itself. Protests by U.S. Jewish groups last fall prevented its release here. In England critics praised the picture, and Director David Lean pleaded guilty only to fidelity to Dickens, pointing out that he had modeled his characters on the Cruikshank illustrations (right). Not once in the picture, the Rank organization added, was Fagin called a Jew. Moreover the Englishman Bill Sikes (lower right) was just as villainous.

While all of these things were true, it was also true that Dickens himself and his great illustrator Cruikshank had conceived Fagin as a savage racial caricature. In the novel Fagin is described as "a very old shriveled Jew, whose villainous-looking and re-

pulsive face was obscured by a quantity of matted red hair." He also is called (by Bill Sikes) an "infernal, rich, plundering, thundering old Jew" and (by Dickens) a "wily old Jew."

In Dickens' and Cruikshank's time this perhaps had seemed an unimportant literary matter. But between Dickens and Director Lean history had interposed the ghosts of six million murdered Jews and the specter of genocide. It was hard to see why the producers of *Oliver Twist* had insisted on such complete fidelity and it was harder still to guess why the authorities had not only permitted exhibition of the picture in Germany but refused to withdraw it immediately after the inevitable reaction came.



FAGIN (RIGHT) AS HE WAS DRAWN BY CRUIKSHANK

#### SCENES FROM A PICTURE AMERICANS CANNOT SEE



**ARTFUL DODGER** (right) is a hard young pickpocket who draws the orphaned Oliver into old Fagin's evil gang.



**OLIVER ASKS FOR MORE** gruel at workhouse, gets rebuke. When he runs away he meets the Artful Dodger.



**EVIL BILL SIKES** is Fagin's accomplice. He murders Nancy, his pretty mistress, when she tries to help Oliver.





## ▲ TUCKER'S AUTOMOBILE

In Chicago a grand jury began on Feb. 21 to investigate the Tucker Corp., which has long been trying at great expense to investors and with small success to produce engine-in-the-rear cars. To impress the public President Preston Tucker took his books to the hearing in a fleet of handmade model cars, one of which is shown above. Passers-by gaped when the secretary-treasurer removed the books from a luggage compartment under the hood, but the jury was more interested in what the books said than where Tucker carried them.

## ▼ CHIEF'S PALANQUIN

At Accra in the Gold Coast, a British colony in West Africa, a durbar was held last month on the occasion of the presentation of Nii Taackie Kone II, the paramount chief, to British Governor Sir Gerald Creasy. Native dignitaries, out to impress each other, came from near and far to attend the ceremony. None came up with anything as dazzling as a handmade automobile with an engine in the rear, but one provincial chief (*belon*) made a big splash anyway. He arrived in a handmade horse that looked like a chicken.





—AND I'VE GOT PLENTY  
ON THE SHELF...FIRST TIME  
IN YEARS!



They're coming back  
to Campbell's

OUR FAVORITE'S BACK!—  
THE TOMATO JUICE FOR US!



THAT'S FOR ME!...  
ANY MORNING—ANY TIME!

For tomato juice at its best  
millions again say "Campbell's!"

And so will you! For if you're like most people, what you look for in your tomato juice is *fresh-tomato flavor*. You get it in Campbell's. With your first delicious sip, you enjoy the vine-fresh taste of the world's finest tomatoes—tomatoes specially grown for Campbell's—then specially pressed by Campbell's to capture all the flavor Nature gave them.

Back before the war, when Campbell's Tomato Juice was in full supply, folks made it the largest-selling tomato juice in America. No wonder, now that stocks are full again, they're coming back to Campbell's. Better get some today. You'll taste the difference!

**Fresh-Tomato Flavor**  
—that's why folks choose Campbell's!



**Campbell's TOMATO JUICE**

LOOK FOR THE RED-AND-WHITE LABEL





**BIRDS EYE**  
FROSTED BRAND FOODS

"FISH and CHIPS"  
coming right up!



It's done with ready-to-fry Birds Eye Ocean Perch *and* heat-'em-and-eat-'em Birds Eye French Fried Potatoes!

**QUICK!** . . . Rush those Birds Eye French Fries into the oven!

**EASY!** . . . Pop that Birds Eye Perch into a sizzling pan!

**HUSTLE** the folks in to a super-swell meal that's a cinch for the cook—you!

You see, Birds Eye peels, slices, and French-fries the potatoes in golden, crisp strips that are mealy and wonderful inside!

And Birds Eye cleans, bones, fillets the

Ocean Perch! Seals in that *ocean-fresh* goodness and flavor right after the catch! (You just cook 'em!)

And look! One pound of waste-free, ready-to-fry Birds Eye Ocean Perch equals *four* pounds of whole perch.

Try "fish and chips" on your family *tonight*.

*Ps-s-st!* Be sure quick-frozen foods you buy bear the *Birds Eye* trade-mark. It means *quality—quality with money-back guarantee!*



Products of General Foods





GIVING HIS WARTIME "V FOR VICTORY" SIGN AND BEAMING CONFIDENTLY, WINSTON CHURCHILL RIDES THROUGH A TYPICAL HAMMERSMITH RESIDENTIAL STREET

## BRITAIN'S TORIES FIGHT BACK

**But, although they are reducing margin of defeat, they lose a hard-fought by-election to Socialists**

The biggest—and least reported—news from Britain is that the Tories are still alive. Since their great defeat by the Socialists in 1945 they have yanked up their socks in an impressive burst of party energy, incidentally affording a useful lesson to U. S. Republicans. Last week a mid-term Parliamentary election in the London suburb of South Hammersmith provided the best test yet of how far the Tories have come back. Winston Church-

ill himself (*above*), calling upon South Hammersmith to show "the way out of the Socialist quagmire," appeared in support of the Tory candidate, an up-and-coming, 34-year-old engineer named Anthony Fell. South Hammersmith's representative blend of middle-class and working voters heard all comers, then weighed the Tory assaults on Labour administration against the patent facts that Britain and most of its citizens are better off

today than they were in 1945. On election day South Hammersmith gave 13,610 votes to Tory Fell, 15,223 to Labour's candidate Tom Williams, a Baptist minister and Oxford bursar who is new to politics. The Tories had cut the Labour majority of 1945 by 1,815 and maintained the unbroken rise of their relative strength at the polls since early 1946. But in 48 such by-elections they still had taken only one Parliament seat from Labour.



The best brushes have  
**DU PONT NYLON  
BRISTLES**

"Lifetime" clothes  
brush... Smart for  
grooming... Smart  
for savings!

Good grooming and smart sav-  
ings go hand in hand with this  
nylon-bristled clothes brush.  
Nylon bristles have just the  
right "snap" and stiffness.  
They're easy to clean. And  
they last and last! For a really  
better brush, buy one with  
Du Pont nylon bristles.

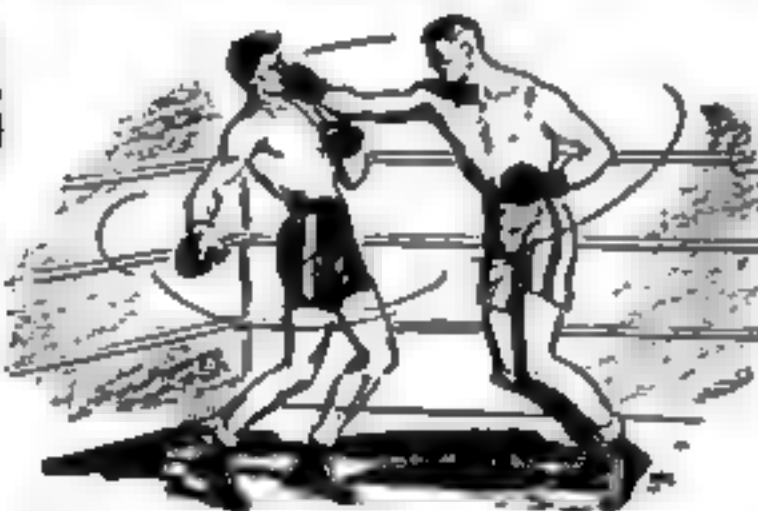


BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

● Tune in Du Pont "CAVALCADE OF AMERICA"—Monday nights—NBC—coast to coast



**New and Wonderful!** ... by **BENEX**  
Brushless



**TAKES FIGHT OUT OF  
TOUGH WHISKERS!**

PATENTED "WETTING AGENT" IN  
NEW BENEX SOAKS ANY BEARD  
SOFTER—ACTUALLY MAKES BEARD  
1/3 WATER!—SO RAZOR  
WHIZZES THROUGH!

**NEW  
BENEX WINS!**

IN ACTUAL SHAVING TESTS BY  
HUNDREDS OF MEN, BENEX WON  
OVER EACH LEADING BRAND TESTED—  
FOR SMOOTHER,  
EASIER SHAVES!

At drug counters...  
or try sample...

EASY ON—  
EASY OFF—DOES  
NOT CLOG RAZOR

**FREE!** Fill in and mail for  
free trial-size tube.

Paste on penny postcard if you wish  
Bristol-Myers Co., Dept. L-391  
630 Fifth Ave., New York 20, N. Y.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

(Offer limited to residents of U.S.A.)



**EXTRA COMFORT!**  
AFTER-SHAVING ACTION  
LEAVES SKIN FEELING FINE!

GET BRISTOL-MYERS' BRUSHLESS WONDER TODAY!

Tories Fight Back CONTINUED

# LABOUR PARTY COMMITTEE ROOMS



**LABOUR WINNERS** in previous by-elections surround Candidate Tom Wil-  
liams (center, with glasses). Labour sent 30 M.P.s to offset Churchill's tour.



**GRASS ROOTS CAMPAIGN** was made by Tory Anthony Fell. Here Fell  
buttonholes woman voter while his wife climbs stairs to distribute literature.



**TORY PARTY CHIEF** Lord Woolton campaigned in closing days in sup-  
port of Fell. Here he deftly tips hat, reaches for hand of Hammersmith voter.

CONTINUED ON PAGE 48





1. Salty Sam, the Sailor, was a Captain bluff and bold,  
"I've sailed into New York," he said, "because I have been told  
That where the Hotel Pennsylvania always used to be,  
There is a HOTEL STATLER now . . . and *that* I want to see!



2. "The Pennsylvania, I know, was run by Statler's crew,  
And then they bought it; so today, they run *and* own it, too.  
They've only changed the name," said Sam. "They haven't touched the rest;  
So, just as always, when I'm here, I really *am* a guest!



3. "The Statler's famous bed still brings a slumber long and deep,  
Eight hundred built-in springs and more sure float me off to sleep.  
By sun and star, I'd rather far," the salty Captain raves,  
"Be pillowed on a Statler bed than billowed on the waves."



4. Said Sam, "The Statler dining room's my favorite Port-of-call.  
I order all that I can eat, and then I eat it all.  
I've made reports on food in ports, from here to Singapore,  
And I'll take Statler every time . . . let's signal for some more.



5. "The man who moored the Statler here, sure knew his navigation.  
It's close to business, shows and shops, a really good location.  
So, when you travel to New York, pretend you're on a ship.  
Just chart your course to Statler . . . and *enjoy a perfect trip!*"



STATLER HOTELS: NEW YORK (FORMERLY HOTEL PENNSYLVANIA)  
BOSTON • BUFFALO • CLEVELAND  
DETROIT • ST. LOUIS • WASHINGTON  
STATLER OPERATED HOTEL WILLIAM PENN • PITTSBURGH



Tories Fight Back CONTINUED

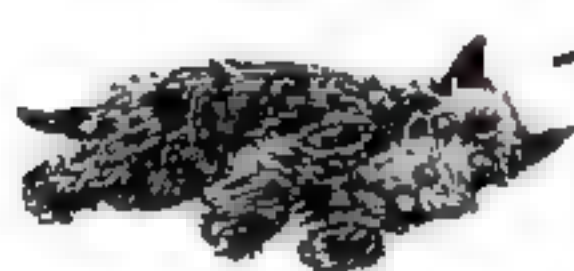
## TORIES AND U.S. REPUBLICANS ARE IN SAME KIND OF TROUBLE

Tory troubles are rooted in two facts: 1) a majority of voting Britons distrust the word "Tory" and all its old associations with privilege and underprivilege; 2) British Conservatives, like U.S. Republicans, are up against the problem of finding something effective to say to an electorate which has turned from private enterprise to government for individual security. That change, complete in Britain, is not yet complete in the U.S., but it is far enough along in both countries to provide a parallel between the dilemmas of the Tory and Republican parties. So far the Tories have sought two ways out. The standpat school, notably including Winston Churchill, relies on slam-bang attacks on Labour performance and the ancient political adage that sooner or later people always vote out the "ins"—a supposition supported by the trend, but not as yet by the outcome, of nearly all by-elections in the past three years. A rival school, led by wartime Minister of Education R. A. "Rab" Butler, holds that the Tories must come up with some spelled-out, positive alternative to socialism, much as the late Wendell Willkie sought a coherent and articulated program for U.S. Republicans. About all these "progressives" have produced is the declaration that Tories can provide more and better security without killing private enterprise and going collectivist—in short, all this and freedom, too.

Undeterred by these conflicts of strategy, the party organization managed by slow but canny old Lord Woolton (*below*) has done a better job than anybody thought possible after the 1945 catastrophe. Almost bankrupt two years ago, it has collected more than \$4 million. "Big business" has been remarkably stingy and most of the money has come in the pence and shillings of "little people" who don't like Labour. It has enrolled some 2,500,000 "registered" members, mostly among younger voters. And it has recruited a promising list of aggressive candidates for the 1950 general election—many of them young men with new voices and new faces like South Hammersmith's Anthony Fell. After last week's vote was counted and announced to excited voters, the Labour party's national secretary, Morgan Phillips, said, "If we can hold Hammersmith, we can hold the country." A blue-blooded Tory campaigner muttered, "If we couldn't win South Hammersmith, how can we win the general election? But we'll fight again, we'll win yet."



THE TORY APPEAL is dramatized in this display of Conservative posters, with the party chieftain, Lord Woolton, looking appropriately determined.



"COZY,  
EH, WHITEY?"



"IT'S ALWAYS SO,  
BLACKIE, WHILE  
ENJOYING SOME GOOD  
FRIENDS AND SOME  
BLACK & WHITE"



## "BLACK & WHITE"

*The Scotch with Character*

BLENDED SCOTCH WHISKY 86.8 PROOF

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# Smoke a **LUCKY** To feel your **LEVEL** best!

Luckies' fine tobacco picks you up when you're low . . . calms you down when you're tense!



Luckies' fine tobacco puts you on the right level—the Lucky level—to feel your level best, do your level best.

That's why it's important for you to remember that LUCKY STRIKE MEANS FINE TOBACCO—mild, ripe, light tobacco that makes a thoroughly enjoyable smoke. No wonder more independent tobacco experts—auctioneers,

buyers and warehousemen—smoke Lucky Strike regularly than smoke the next two leading brands combined.

Light up a Lucky! Luckies' fine tobacco picks you up when you're low, calms you down when you're tense. So get on the Lucky level where it's fun to be alive. Get a carton of Luckies and get started today!



COPR., THE AMERICAN TOBACCO COMPANY

## **L.S./M.F.T. — Lucky Strike Means Fine Tobacco**



# THE WAR MEMOIRS OF WINSTON CHURCHILL

THEIR FINEST HOUR:  
PART V

My appeal for 50 American  
destroyers... Our offer to lease  
bases in the West Indies...

Mussolini prepares to  
invade Egypt... Palestine...  
Message from "Jacques"... The  
attack on Dakar... We reopen  
the Burma Road

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ON May 15, as already narrated, I had in my first telegram to the President after becoming Prime Minister asked for "the loan of forty or fifty of your older destroyers to bridge the gap between what we have now and the large new construction we put in hand at the beginning of the war."

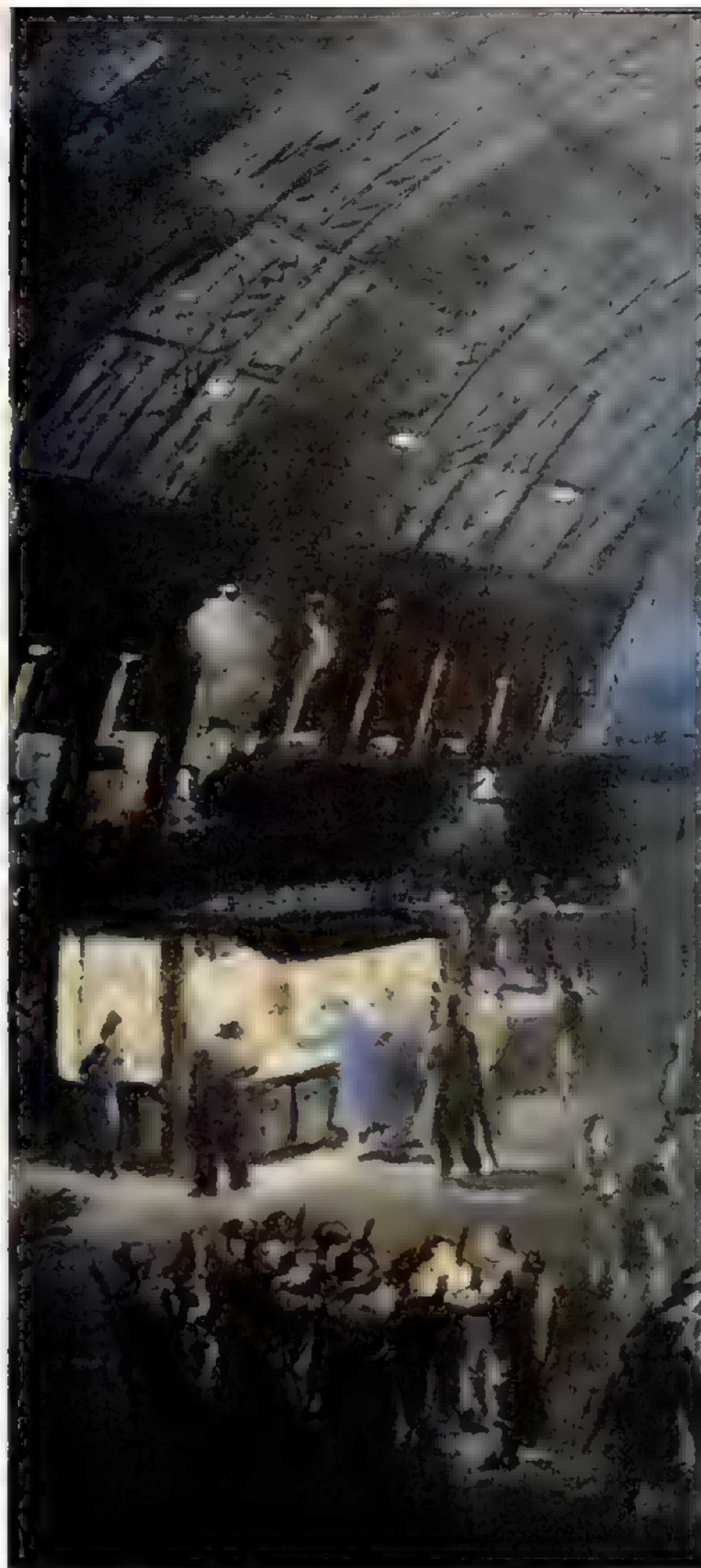
At the end of July, under the increasing pressure from so many angles at once, I took the matter up again.

"July 31, 1940 .

*"Former Naval Person to President Roosevelt.*

"It is some time since I ventured to cable personally to you, and many things, both good and bad, have happened in between. It has now become most urgent for you to let us have the destroyers, motor boats and flying boats for which we have asked. . . ."

In the first week of August the suggestion was made to us through



HENRY CARR'S "A RAILWAY TERMINUS," SPOTTILY LIT

Lord Lothian that fifty old but reconditioned American destroyers might be traded off to us in exchange for a series of bases in the West Indian islands and, especially, in Bermuda. There was of course no comparison between the intrinsic value of these antiquated and inefficient craft and the immense permanent strategic security afforded to the United States by the enjoyment of the island bases. But the threatened invasion, the importance of numbers in the Narrow Seas, made our need clamant. Moreover, the strategic value of these islands counted only against the United States. They were, in the old days, the stepping-stone by which America could be attacked from Europe or from England. Now, with air power, it was all the more important for American safety that they should be in friendly hands, or in their own. But the friendly hands might fail in the convulsive battle now beginning for the life of Britain.





BY DIMMED LIGHTS AND A BOMBER'S MOON, COMBINES FEATURES OF THREE LONDON STATIONS IN BLACKOUT

Believing, as I have always done, that the survival of Britain is bound up with the survival of the United States, it seemed to me and to my colleagues that it was an actual advantage to have these bases in American hands. I therefore did not look upon the question from any narrow British point of view.

There was another reason, wider and more powerful than either our need for the destroyers or the American need for the bases. The transfer to Great Britain of fifty American warships was a decidedly unneutral act by the United States. It would, according to all the standards of history, have justified the German Government in declaring war upon them. The President judged that there was no danger, and I felt there was no hope, of this simple solution of many difficulties. It was Hitler's interest and method to strike his opponents down one by one. The last thing he wished was to be drawn

into war with the United States before he had finished with Britain. Nevertheless the transfer of destroyers to Britain in September, 1940, was an event which brought the United States definitely nearer to us and to the war, and it was the first of a long succession of increasingly unneutral acts in the Atlantic which were of the utmost service to us. It marked the passage of the United States from being neutral to being non-belligerent.

To the President I telegraphed:

"August 15, 1940

"... We intend to fight this out here to the end, and none of us would ever buy peace by surrendering or scuttling the Fleet. But in any use you may make of this repeated assurance you will please bear in mind the disastrous effect from our point of view, and perhaps also from yours, of allowing any impression to grow that we

CONTINUED ON NEXT PAGE





BRITISH BOMBARDMENT OF DAKAR SCORED TWO DIRECT HITS ON "RICHELIEU" (LEFT) NEAR A FORTIFIED JETTY

## ENGLISH AGAINST FRENCH

After Pétain withdrew France from the war the British were forced to take action against their late allies. Operation Catapult was undertaken in July 1940 to keep the French fleet out of Nazi hands. At the North African port of Oran it resulted in heavy fighting (*below*). Some months later a combined British-Free French operation, Men-

ace, was set in motion to capture the strategic French West African port of Dakar. It failed despite the heavy British bombardment of the harbor (*above*). The paintings on this page were discovered by LIFE last year in Paris. The artist, "Marin-Marie," an official artist for the French Ministry of Marine, was present at both actions.



AT ORAN FRENCH WARSHIPS SUFFERED HEAVY DAMAGE UNDER ATTACK FROM BRITISH NAVAL GUNS AND TORPEDOES



regard the conquest of the British Islands and its naval bases as any other than an impossible contingency. The spirit of our people is splendid. Never have they been so determined. Their confidence in the issue has been enormously and legitimately strengthened by the severe air fighting in the past week. As regards naval and air bases, I readily agree to your proposals for 99-year leases, which are far easier for us than the method of purchase. . . ."

The President, having always to consider Congress and also the Navy authorities in the United States, was of course increasingly drawn to present the transaction to his fellow-countrymen as a highly advantageous bargain whereby immense securities were gained in these dangerous times by the United States in return for a few flotillas of obsolete destroyers. This was indeed true; but not exactly a convenient statement for me. Deep feelings were aroused in Parliament and the Government at the idea of leasing any part of these historic territories, and if the issue were presented to the British as a naked trading away of British possessions for sake of the fifty destroyers it would certainly encounter vehement opposition. I sought therefore to place the transaction on the highest level, where indeed it had a right to stand, because it expressed and conserved the enduring common interests of the English-speaking world.

With the consent of the President I presented the question to Parliament on August 20, in words which have not perhaps lost their meaning with time: "... Undoubtedly this process means that these two great organisations of the English-speaking democracies, the British Empire and the United States, will have to be somewhat mixed up together in some of their affairs for mutual and general advantage. For my own part, looking out upon the future, I do not view the process with any misgivings. I could not stop it if I wished; no one can stop it. Like the Mississippi, it just keeps rolling along. Let it roll. Let it roll on—full flood, inexorable, irresistible, benignant, to broader lands and better days."

August 22, 1940

Former Naval Person to President.

"... I had not contemplated anything in the nature of a contract, bargain or sale between us. . . . Our view is that we are two friends in danger helping each other as far as we can. We should therefore like to give you the facilities mentioned without stipulating for any return, and even if to-morrow you found it too difficult to transfer the destroyers, &c., our offer still remains open because we think it is in the general good."

"I see difficulties, and even risks, in the exchange of letters now suggested or in admitting in any way that the munitions which you send us are a payment for the facilities. Once this idea is accepted, people will contrast on each side what is given and received. The money value of the armaments would be computed and set against the facilities, and some would think one thing about it and some another. . . ."

August 25, 1940

Former Naval Person to President.

"... Would not the following procedure be acceptable? I would offer at once certain fairly well defined facilities which will show you the kind of gift we have in mind, and your experts could then discuss these, or any variants of them, with ours—we remaining the final judge of what we can give. All this we will do freely, trusting entirely to the generosity and goodwill of the American people as to whether they on their part would like to do something for us. But anyhow, it is the settled policy of His Majesty's Government to offer you, and make available to you when desired, solid and effective means of protecting your Atlantic seaboard. I have already asked the Admiralty and the Air Ministry to draw up in outline

what we are prepared to offer, leaving your experts to suggest alternatives. I propose to send you this outline in two or three days and to publish it in due course. In this way there can be no possible dispute, and the American people will feel more warmly towards us, because they will see we are playing the game by the world's cause and that their safety and interests are dear to us."

"... If your law or your Admiral requires that any help you may choose to give us must be presented as a *quid pro quo*, I do not see why the British Government have to come into that at all. Could you not say that you did not feel able to accept this fine offer which we make, unless the United States matched it in some way, and that therefore the Admiral would be able to link the one with the other? . . ."

I suggested the following text of the telegram for publication which the President might send me to elicit the assurance he desired.

"The Prime Minister of Great Britain is reported to have stated on June 4, 1940, to Parliament in effect that if during the course of the present war in which Great Britain and British Colonies are engaged the waters surrounding the British Isles should become untenable for British ships of war, a British Fleet would in no event be surrendered or sunk, but would be sent overseas for the defence of other parts of the Empire."

"The Government of the United States would respectfully inquire whether the foregoing statement represents the settled policy of the British Government."

The President adopted this version, and I sent him the following agreed reply:

"You ask, Mr. President, whether my statement in Parliament on June 4, 1940, about Great Britain never surrendering or scuttling her Fleet 'represents the settled policy of His Majesty's Government.' It certainly does. I must however observe that these hypothetical contingencies seem more likely to concern the German fleet or what is left of it than our own."

Thus all was happily settled, and on September 5, using the language of under-statement, I duly informed the House of Commons and obtained their acquiescence and indeed general consent:

"... There will be no delay in bringing the American destroyers into active service; in fact, British crews are already meeting them at the various ports where they are being delivered. You might call it the long arm of coincidence. I really do not think that there is any more to be said about the whole

business at the present time. This is not the appropriate occasion for rhetoric. Perhaps I may however, very respectfully, offer this counsel to the House: When you have got a thing where you want it, it is a good thing to leave it where it is."

### Mussolini's "beads on a string"

WITH the disappearance of France as a combatant and with Britain set on her struggle for life at home, Mussolini might well feel that his dream of dominating the Mediterranean and rebuilding the former Roman Empire would come true. When Italy declared war on June 10, 1940, the British Intelligence estimated—we now know correctly—that, apart from her garrisons in Abyssinia, Eritrea and Somaliland, there were about 215,000 Italian troops in the North African coastal provinces.

During July and August the Italians became active at many points. For some time past Mussolini had been steadily moving his forces eastwards towards Egypt. Even before the war a magnificent road had been made along the coast from the main base at Tripoli, through Tripolitania and Cyrenaica, to the Egyptian frontier. Along this road there had been for many months a swelling stream of military traffic. Large magazines were slowly established and



### HIS "NEW HAT"

Punch cartooned Mr. Churchill in an "Uncle Sam" top hat after he quoted *Ol' Man River* in a reference to exchange of American destroyers for British bases.



filled at Benghazi, Derna, Tobruk, Bardia and Sollum. The length of this road was over a thousand miles, and all these swarming Italian garrisons and supply depots were strung along it like beads on a string.

At the head of the road and near the Egyptian frontier an Italian army of seventy or eighty thousand men, with a good deal of modern equipment, had been patiently gathered and organised. Before this army glittered the prize of Egypt. Behind it stretched the long road back to Tripoli; and after that the sea! If this force, built up in dribbets week by week for years, could advance continually eastward, conquering all who sought to bar the path, its fortunes would be bright. If it could gain the fertile regions of the Delta all worry about the long road back would vanish. On the other hand, if ill-fortune befell it only a few would ever get home.

Our foremost defended position at that time was the railhead at Mersa Matruh. Orders had been given to attack the Italian frontier posts immediately on the outbreak of war. Accordingly, within twenty-four hours, the 11th Hussars crossed the frontier, took the Italians, who had not heard that war had been declared, by surprise, and captured prisoners. The next night, June 12, they had a similar success, and on June 14, with the 7th Hussars and one company of the 60th Rifles, captured the frontier forts at Capuzzo and Maddalena, taking 220 prisoners. On the 16th they raided deeper, destroyed twelve tanks, intercepted a convoy on the Tobruk-Bardia road, and captured a general.

In this small but lively warfare our troops felt they had the advantage, and soon conceived themselves to be masters of the desert. Until they came up against large formed bodies or fortified posts they could go where they liked, collecting trophies from sharp encounters. When armies approach each other it makes all the difference which owns only the ground on which it stands or sleeps and which one owns all the rest. I saw this in the Boer War, where we owned nothing beyond the fires of our camps and bivouacs, whereas the Boers rode where they pleased all over the country.

IT was proposed by the Middle East Command, under General Wavell, to await the shock of the Italian onslaught near the fortified position of Mersa Matruh. Until we could gather an army this seemed the only course open. I therefore proposed the following tasks. First, to assemble the largest fighting force possible to face the Italian invaders. For this it was necessary to run risks in many other quarters. I was pained to see the dispersals which were tolerated by the military authorities. Khartoum and the Blue Nile certainly required strengthening against the Italian-Abyssinian border, but what was the sense of keeping 25,000 men, including the Union Brigade of South Africa and two brigades of excellent West African troops, idle in Kenya? I had ridden over some of this country, north of the Tana River, in 1907. It is a very fine-looking country, but without much to eat. The idea of an Italian expedition of fifteen or twenty thousand men, with artillery and modern gear, traversing the four or five hundred miles before they could reach Nairobi seemed ridiculous. On account of our superior communications it was our interest to fight an Italian Expedition as near to

Nairobi as possible. For this large numbers of troops were not required. They were more needed in the Egyptian Delta. I got something, but only after a prolonged hard fight against the woolly theme of being safe everywhere.

Palestine presented a different aspect. We had a mass of fine troops sprawled over Palestine. I wished to arm the Jews at Tel Aviv, who with proper weapons would have made a good fight against all comers. Here I encountered every kind of resistance.

June 28, 1940

*Prime Minister to Secretary of State for the Colonies.*

"The failure of the policy which you favour is proved by the very large numbers of sorely-needed troops you [we] have to keep in Palestine . . . probably more than 20,000 men. This is the price we have to pay for the anti-Jewish policy which has been persisted in for some years. Should the war go heavily into Egypt, all these troops will have to be withdrawn, and the position of the Jewish colon-

ists will be one of the greatest danger. Indeed I am sure that we shall be told we cannot withdraw these troops, though they include some of our best, and are vitally needed elsewhere. If the Jews were properly armed, our forces would become available, and there would be no danger of the Jews attacking the Arabs, because they are entirely dependent upon us and upon our command of the seas. I think it is little less than a scandal that at a time when we are fighting for our lives these very large forces should be immobilised in support of a policy which commends itself only to a section of the Conservative Party.

"I had hoped you would take a broad view of the Palestine situation, and would make it an earnest objective to set the British garrison free. . . . I do not at all admit that Arab feeling in the Near East and India would be prejudiced. . . . Now that we have the Turks in such a friendly relationship, the position is much more secure."

My second preoccupation was to ensure that freedom of movement through the Mediterranean was fought for against the weak Italians and the grave air danger, in order that Malta might be made impregnable. It seemed to me most important to pass military convoys, especially of tanks

and guns, through the Mediterranean instead of all round the Cape. This seemed a prize worth many hazards. To send a division from Britain round the Cape to Egypt was to make sure it could not fight anywhere for three months; but these were precious months, and we had very few divisions.

Finally, there was our Island, now under pretty direct menace of invasion. How far could we denude our home and citadel for the sake of the Middle East?

In July, 1940, I began to concern myself increasingly about the Middle East. Always this long coastal road bulked in my mind. Again and again I recurred to the idea of cutting it by the landing of strong but light forces from the sea. We had not of course at that time proper tank landing-craft. Yet it should have been possible to improvise the necessary tackle for such an operation. If used in conjunction with a heavy battle it might have effected a valuable diversion of enemy troops from the front.

I still do not see why it should not have been possible to make a



### A NAVAL "COINCIDENCE"

"You might call it the long arm of coincidence," was Mr. Churchill's explanation of the fact that British crews were on hand at Halifax to take over first American destroyers given Britain in 1940. Above: U.S. sailors show a British crew how American guns work.





CONVOY IS SHOWN UNDER GERMAN AIR ATTACK OFF CHANNEL COAST IN THIS PAINTING BY NORMAN WILKINSON

## "A DAILY OCCURRENCE"

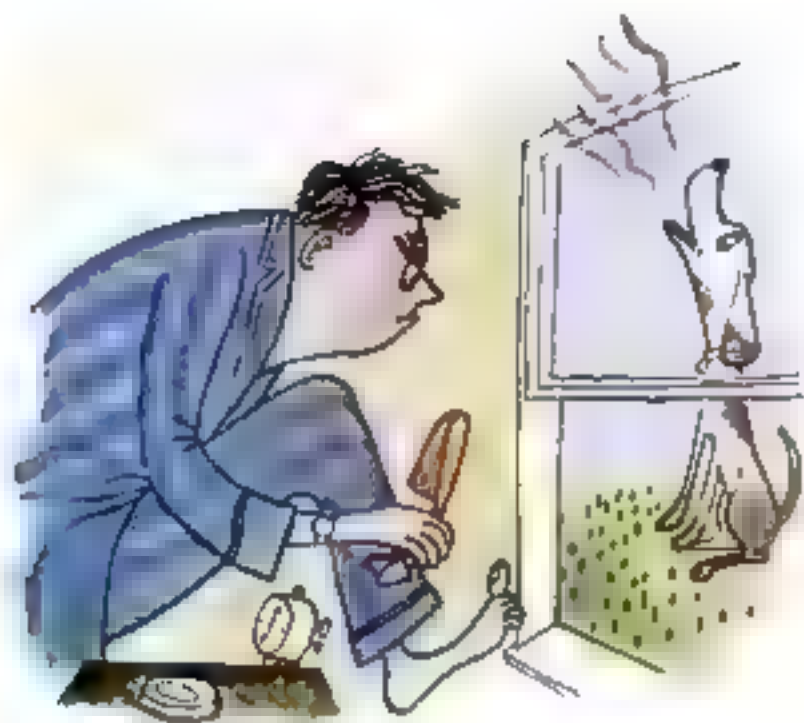
Throughout the grim year of 1940 the British found themselves embattled in the English Channel. The convoys of small ships which plied up and down the coast were particularly hard hit. Time after time they had to fight off attacks by German airplanes. Norman Wilkinson's painting of such an attack (*above*) was based on observations

he made when visiting the Channel coast as an adviser on camouflage to the RAF. Brian Mullen, who did *A Daily Occurrence in the Channel* . . . (*below*), joined the army in 1939 and later volunteered for duty as a Commando. He survived a number of secret trips to France before the invasion but was killed on D-day in Normandy.



BRIAN MULLEN'S WATER COLOR SHOWS COMMANDOS SERVING AS ANTIAIRCRAFT GUNNERS WITH A CHANNEL CONVOY





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New  
Coffee*



*Flavor* Makes Early Morning Angels

*It turns Bears into Dears...it's a wonderful,  
wonderful spirit-lifting success*

**THE WAY** an early morning grouch responds to a steaming fragrant cup of this heavenly new coffee is something to see. It brings out the "angel" in any man!

"What's in that coffee, anyway?" people ask us. The answer is: *Selecciones!* (Pronounced select-se-o-nays).

*Selecciones* means selection of all the coffees in

Chase & Sanborn's new blend. Some are selected mostly to give the right body, some mostly for flavor. Here's what you get in the "flavor" coffees:

- Selection from tree to cup! Selection from trees grown under shade.
- Selection at the peak of ripeness—deep red, not green. Picked individually when mature—"spot-picked."
- Selection to assure uniformity of flavor—hand-selected twice, before and after curing.

Yes, they're rich, ripe and uniform—these "flavor" coffees in Chase & Sanborn's new *Selecciones* blend! And the blend itself has a touch of genius!

All the Chase & Sanborn your grocer has is the new *Selecciones* blend. Try it! If you don't think it's the best coffee you ever tasted, just send us the unused portion and we'll give you double your money back.

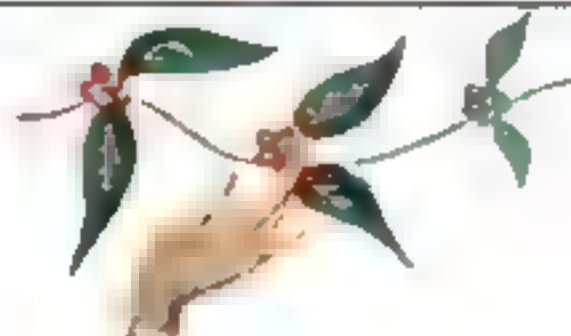
Get your pound of Chase & Sanborn's *Selecciones* today! (It's vacuum-packed, of course.) And long live your houseful of early morning "angels"!

*Selecciones*  
MEANS:  
"SELECTED  
FROM  
TREE TO CUP"



**SELECTED FROM  
TREES GROWN UNDER SHADE**

Chase & Sanborn's "flavor" coffees come from trees that are grown under shade to protect them from the intense tropical sun.



**SELECTED FOR RIPENESS  
AND UNIFORMITY**

The "flavor" coffees in the new Chase & Sanborn are picked by hand at the peak of ripeness, then hand-selected twice again.

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*The NEW Chase & Sanborn*

*A New Secret Blend  
—"Selecciones"*



## CHURCHILL'S MEMOIRS CONTINUED

good plan. It is however a fact that none of our commanders, either in the Middle East or in Tunis, were ever persuaded to make the attempt. But General Patton in 1943 made several most successful turning movements of this character during the conquest of Sicily, and gained definite advantages thereby. It was not until Anzio in 1944 that I succeeded in having this experiment tried. This of course was on a far larger scale, nor did it, in spite of the success of the landing, achieve the decisive results for which we all hoped. But that is another story.

**I** FELT an acute need of talking over the serious events impending in the Libyan desert with General Wavell himself. I had not met this distinguished officer, on whom so much was resting, and I asked the Secretary of State for War to invite him over for a week for consultation when an opportunity could be found. He arrived on August 8. He toiled with the Staffs and had sever-



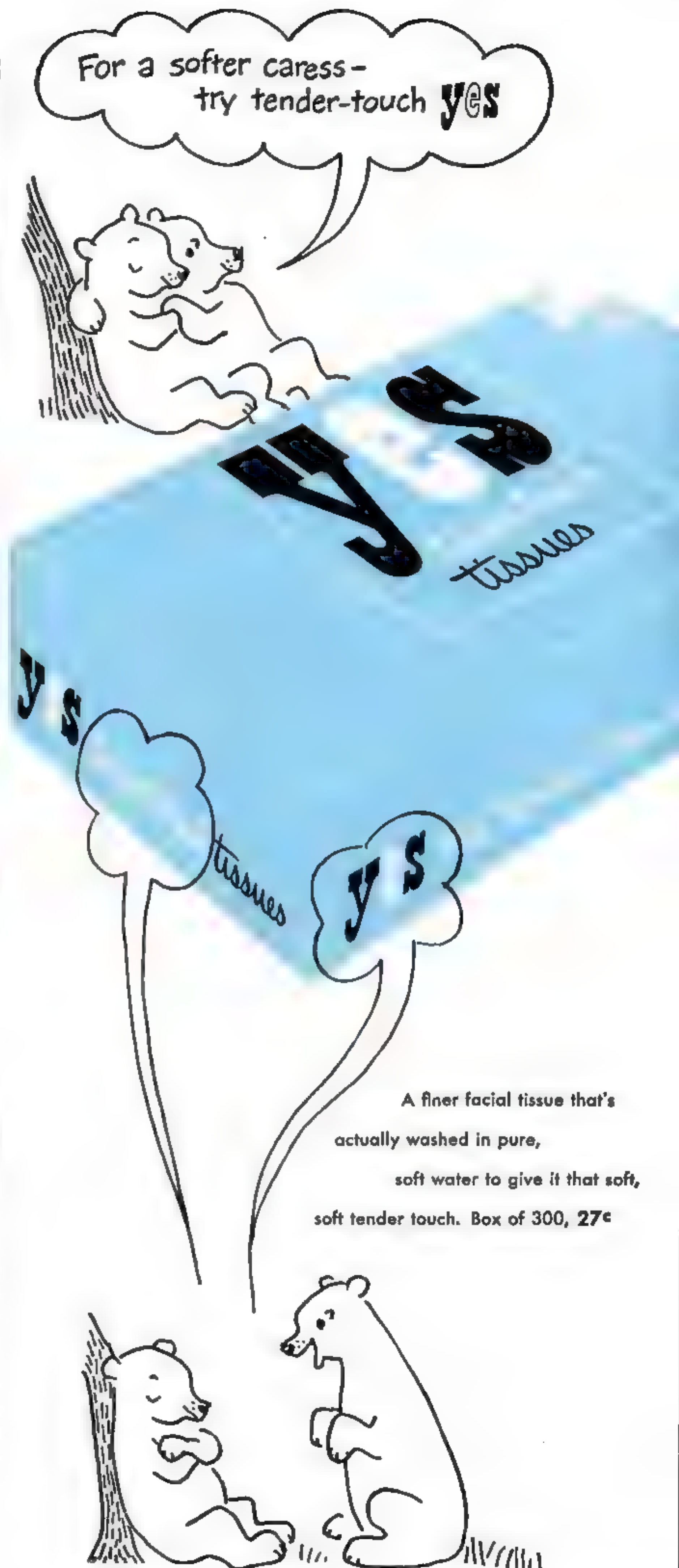
### VICTOR IN THE DESERT

Lord Wavell got his first taste of desert war against the Turks in Middle East during World War I. At the end of 1940 forces under his command drove a vastly superior Italian army out of Egypt and thus brought the British their first land victory of World War II.

al long conversations with me and Mr. Eden. The command in the Middle East at that time comprised an extraordinary amalgam of military, political, diplomatic and administrative problems of extreme complexity. It took more than a year of ups and downs for me and my colleagues to learn the need of dividing the responsibilities of the Middle East between a Commander-in-Chief, a Minister of State, and an Intendant-General to cope with the supply problem. While not in full agreement with General Wavell's use of the resources at his disposal, I thought it best to leave him in command. I admired his fine qualities, and was impressed with the confidence so many people had in him.

I now have to record a small but at the time vexatious military episode. The Italians, using vastly superior forces, drove us out of Comaliland. I was far from satisfied with the tactical conduct of this affair, which remains on record as our only defeat at Italian hands. At this particular moment, when formidable events impended in Egypt and when so much depended on our prestige, the rebuff caused injury far beyond its strategic scale. There was much jubilation in Italy, and Mussolini exulted in the prospects of his attack on the Nile Valley.

CONTINUED ON NEXT PAGE



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## CHURCHILL'S MEMOIRS CONTINUED

OUR anxieties about the Italian invasion of Egypt were, it now appears, far surpassed by those of Marshal Graziani, who commanded it. Ciano notes in his diary: "August 8, 1940. Graziani has come to see me. He talks about the attack on Egypt as a very serious undertaking, and says that our present preparations are far from perfect. . . . I reported this to the Duce, who was very much upset about it. . . . Mussolini concluded that 'one should only give jobs to people who are looking for at least one promotion. Graziani's only anxiety is to remain a Marshal.'"

On September 13 the main Italian army began its long-expected advance across the Egyptian frontier. Their forces amounted to six infantry divisions and eight battalions of tanks. Our covering troops consisted of three battalions of infantry, one battalion of tanks, three batteries and two squadrons of armoured cars. They were ordered to make a fighting withdrawal, an operation for which their quality and desert-worthiness fitted them. The Italian attack opened with a heavy barrage on our positions near the frontier town of Sollum. When the dust and smoke cleared the Italian forces were seen ranged in a remarkable order. In front



### THE LION OF ETHIOPIA

Marshal Graziani was hailed as Italy's greatest colonial soldier for his part in the Ethiopian war. Disgraced by defeat in the North African campaign of 1940-41, he retired until 1943 when he became Minister of Defense in Mussolini's short-lived "Fascist republic."

were motor-cyclists in precise formation from flank to flank and front to rear; behind them were light tanks and many rows of mechanical vehicles. In the words of a British colonel, the spectacle resembled "a birthday party in the Long Valley at Aldershot." The 3rd Coldstream Guards, who confronted this imposing array, withdrew slowly, and our artillery took its toll of the generous targets presented to them.

Farther south two large enemy columns moved across the open desert south of the long ridge that runs parallel to the sea and could be crossed only at Halfaya—the "Hellfire Pass" which played its part in all our later battles. Each Italian column consisted of many hundreds of vehicles, with tanks, anti-tank guns, and artillery in front, and with lorried infantry in the centre. This formation, which was several times adopted, we called the "Hedgehog."

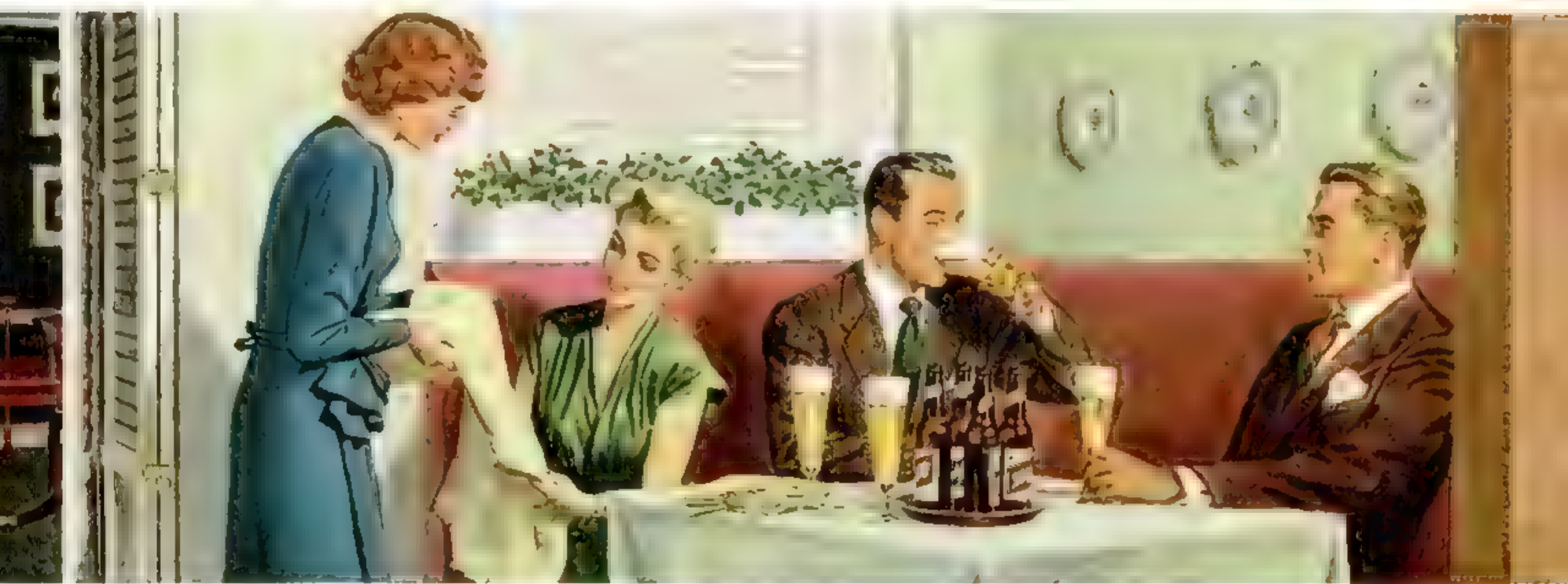
On the 17th the Italian army reached Sidi Barrani. Our casualties were forty killed and wounded, and the enemy's about ten times as many, including 150 vehicles destroyed. Here, with their communications lengthened by sixty miles, the Italians settled down to spend the next three months. They were continually harassed by our small mobile columns, and suffered serious maintenance difficulties. Mussolini at first was "radiant with joy. He has taken the entire responsibility of the offensive on his shoulders," says Ciano, "and is proud that he was right." As the weeks lengthened into months his satisfaction diminished. It seemed however certain to us in London that in two or three months an Italian army far larger than any we could gather would renew the advance to capture the Delta. And then there were always the Germans who might appear!

CONTINUED ON PAGE 31





*"I was curious..."*



*I tasted it...*



*Now I know why Schlitz is...*

*The Beer that made Milwaukee Famous!"*





From Grandma Snider's Cookbook...

# 5 NEW WAYS TO

## SPARK UP FISH!

### FISH FILLETS WITH TOMATO SAUCE

- 1 pound quick-frozen or fresh fish fillets
- 4 tablespoons melted butter
- ½ cup Snider's Catsup
- 2 teaspoons lemon juice
- Salt, pepper, and paprika

Thaw frozen fillets just enough to separate. Combine butter, catsup, and lemon juice and pour into shallow baking dish. Arrange fillets on top. Sprinkle with salt, pepper, paprika. Bake in hot oven (400°F) 20 minutes, or until done. Serve with crisp cole slaw. Makes 3 or 4 servings.

★Ever try some Snider's Chili Sauce in your Tartare Sauce? DELICIOUS!

## SPARK UP CHEESE!

### TOMATO RAREBIT

- 3 tablespoons butter
- 3 tablespoons flour
- ½ teaspoon salt
- Dash of pepper
- 2 cups of milk
- 1 8-oz. package processed American cheese, grated
- ½ cup Snider's Catsup

Melt butter in saucepan. Add flour and seasonings and blend. Add milk gradually and cook over medium heat until thickened, stirring constantly. Add cheese and stir until melted. Remove from heat and gradually add the catsup, stirring constantly. Serve on toast or crackers. Makes 6 servings.

★And of course, Snider's Catsup sure sparks up great cheese sandwiches.

### SNIDER'S CRACKER SPREAD

Softened cream cheese (3-oz. package) with fork. Add few drops of lemon juice, salt, and 2 tablespoons Snider's Catsup, Chili Sauce, or Cocktail Sauce. Beat until well blended and fluffy. Spread on crisp crackers. Garnish with olive slices. Makes about ½ cup.

### CHEDDAR SNACKS

Spread crackers with butter or mustard. Then spread with Snider's Chili Sauce or Catsup. Top each with a thin slice of snappy cheddar cheese and sprinkle with paprika. Broil under medium heat until golden brown. Serve hot.

★Good, too - peanut butter mixed with Snider's Catsup and a dash of onion juice. Spread on crackers. Garnish with sieved hard-boiled egg yolks.



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"SPARK-UP-YOUR-

at your favorite food store starting March 7th! Stock up



# SPARK UP YOUR MEALS!

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You don't know how good chili sauce can be until you try Grandma Snider's. Made from her home recipe, it's the Old Fashioned kind—all chunky and spicy and chock-full of good things.

And if you think all catsups taste alike, just taste Snider's. It's made the way men like it—real *Country Style!* Not too sweet, not too tart, and it pours smooth as silk.

Then there's Snider's Cocktail sauce—the *original* cocktail sauce—with a zest and tang that makes seafood sing!

They're all being featured in a bang-up SPARK-UP-YOUR-MEALS SALE at your favorite food store and so are plenty of the good foods they go with so well. Be sure to ask for Snider's condiments today. It's time to stock up, and spark up, with Snider's.

If the Snider Folks put it up  
it tastes like home!



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AND DON'T FORGET... besides the foods illustrated here, there are many familiar favorites that are *extra* good "sparked up" the Snider way. Scrambled eggs, canned baked beans, hamburgers, sandwiches, French-fried potatoes... every one tastes like a treat served with Snider's Country Style Catsup or Snider's real Old Fashioned Chili Sauce. Try them—and see!

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## SPARK UP MEAT! DINNER-IN-A-DISH

- 2 cups (No. 1 tall can) corned beef hash
- ½ to ¾ cup Snider's Catsup or Chili Sauce
- 2 cups drained cooked whole kernel corn
- 2 tablespoons butter, melted
- Salt and pepper

Mix together corned beef hash and catsup or chili sauce. Line bottom and sides of greased 1-quart baking dish with mixture. Fill center with corn which has been seasoned with butter, salt, and pepper. Bake in moderate oven (375° F.) 30 minutes. Makes 4 delicious servings.

★ For extra flavor—add Snider's Catsup or Chili Sauce to stews and gravies.

## SPARK UP SALAD!

### RUSSIAN DRESSING

- ½ cup Snider's Chili Sauce
- 1 cup mayonnaise
- ¼ cup chopped pickle relish

Combine ingredients and mix well. Chill. Serve on crisp greens, or on egg, cheese, or meat salad. Makes over 1½ cups dressing.

★ A dash of Snider's Catsup or Chili Sauce adds zest to French Dressing, too.

MEALS" SALE  
and spark up with Snider's!



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## CHURCHILL'S MEMOIRS CONTINUED

When I look back on all these worries I remember the story of the old man who said on his deathbed that he had had a lot of trouble in his life, most of which had never happened.

### Operation Menace

AT this time H.M. Government attached great importance to aiding General de Gaulle and the Free French to rally the African possessions and colonies of France, especially those upon the Atlantic coast. General de Gaulle, Major-General Spears and Major Morton had evolved a plan in outline, of which the object was to raise the Free French flag in West Africa, to occupy Dakar, and thus consolidate the French colonies in West and Equatorial Africa for General de Gaulle, and later to rally the French colonies in North Africa.

On August 13 I brought the matter before the War Cabinet. The War Cabinet approved the plan, subject to consideration by the Foreign Secretary upon the chances of Vichy France declaring war. Measuring the situation as far as I could, I did not believe this would happen. I approved the appointment of Vice-Admiral John Cunningham and Major-General Irwin as the commanders of the expedition. They visited me at Chequers on the night of August 12, and we went through all the aspects of this doubtful and complex affair. I drafted their instructions myself.

I thus undertook in an exceptional degree the initiation and advocacy of the Dakar expedition, to which the code name "Menace" was assigned. Of this, although I cannot feel we were well served on all occasions and certainly had bad luck, I never at any time repented.

Our two dangers were now delay and leakage, and the first aggravated the second. At this time the Free French forces in England were a band of exiled heroes in arms against the reigning Government of their country. They were ready to fire on their own fellow-countrymen, and accept the sinking of French warships by British guns. Their leaders lay under sentence of death. Who can wonder at, still less blame them for, a tenseness of emotion or even for indiscretion? The War Cabinet could give orders to our own troops without anyone but the commanders and the Chiefs of Staff circle having to be informed of our intentions. But General de Gaulle had to carry his gallant band of Frenchmen with him. Many got to know. Dakar became common talk among the French troops. At a dinner in a Liverpool restaurant French officers toasted "Dakar!" Our assault landing-craft had to travel on trolleys across England from near Portsmouth to Liverpool, and their escort wore tropical kit. We were all in our war-time infancy. The sealing of the Island was not to be compared with what we achieved later in the supreme operations of "Torch" and "Overlord."

On August 27 the Cabinet gave their final general approval for going ahead. Our target-date was then September 19.

At 6.24 p.m. on September 9 the British Consul-General at Tangier cabled to Admiral North, commanding the North Atlantic station, a shore appointment at Gibraltar, and repeated to the Foreign Office: "Following received from 'Jacques.' French squadron may try to pass the Straits proceeding westward for unknown destination. This attempt may be timed to take place within the next seventy-two hours."

The Admiral was *not* in the Dakar circle, and took no special action. The telegram was repeated from Tangier simultaneously to the Foreign Office and received at 7.50 a.m. on the 10th. At this time we were under almost continuous bombardment in London. Owing to the recurrent stoppages of work through the air raids, arrears had accumulated in the cipher branch. The message was not marked "Important," and was deciphered only in its turn. It was not ready for distribution until September 14, when at last it reached the Admiralty.

But we had a second string. At 6 p.m. on September 10 the British Naval Attaché in Madrid was officially informed by the French Admiralty that three French cruisers, type *Georges Leygues*, and three destroyers, had left Toulon and intended to pass the Straits of Gibraltar on the morning of the 11th. This was the normal procedure accepted at this time by the Vichy Government, and was a measure of prudence taken by them only at the latest

CONTINUED ON NEXT PAGE

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a tassel of softly lustrous  
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At fine stores.*

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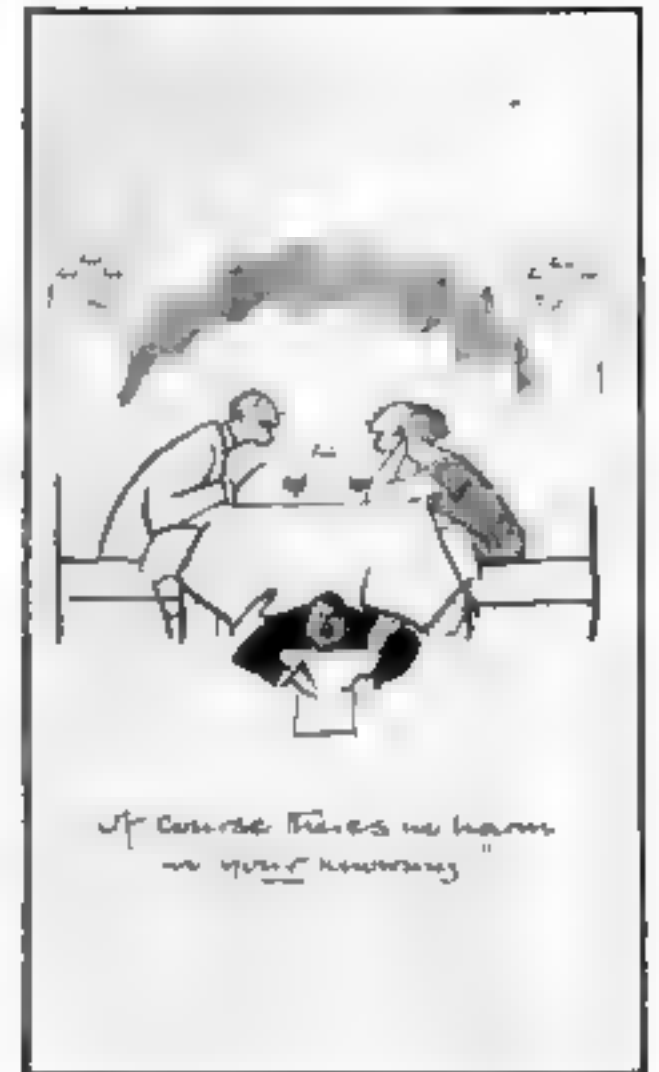
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### MORAL: "CARELESS"

Lack of secrecy was one of the difficulties that beset the British-French attempt to seize Dakar, Mr. Churchill recalls. To persuade the British, who are touchy about free speech, that gossip might be

moment. The British Naval Attaché reported at once to the Admiralty and also to Admiral North at Gibraltar. The signal was received in the Admiralty at 11.50 p.m. on September 10. It was deciphered and sent to the Duty Captain, who passed it on to the Director of Operations Division (Foreign). It should have been obvious to this officer, who was himself fully informed of the Dakar expedition, that the message was of decisive importance. He took no instant action on it, but let it go forward in the ordinary way with the First Sea Lord's telegrams. For this mistake he received in due course the expression of their lordships' displeasure.

However, the destroyer *Hotspur*, on patrol in the Mediterranean, sighted the French ships at 5.15 a.m. on September 11, fifty miles to the east of Gibraltar, and reported to Admiral North. Admiral Somerville, who commanded Force H, which was based on Gibraltar, had also received a copy of the Naval Attaché's signal at eight minutes past midnight that same morning. He brought the *Renown* to one hour's notice for steam at 7 a.m. and awaited instructions from the Admiralty. In consequence of the error in the Director of Operations Division, and of the delay at the Foreign Office upon the other message from the Consul-General, the First Sea Lord knew nothing about the passage of the French warships till *Hotspur's* signal was brought to him during the Chiefs of Staff meeting before the Cabinet. He at once telephoned the Admiralty to order *Renown* and her destroyers to raise steam. This had already been done. He then came to the War Cabinet. But through the coincidence of this failure of two separate communications—one from the Consul-General in Tangier and the other from the Naval Attaché in Madrid—and through lack of appreciation in various quarters, all was too late. Three French cruisers and three destroyers passed the Straits at full speed (25 knots) at 8.35 a.m. on the 11th and turned southwards down the African coast. The War Cabinet, on being apprised, instantly instructed the First Lord to order the *Renown* to get in touch with the French ships, ask for their destination, and make it clear that they would not be allowed to proceed to any German-occupied ports. But the cruisers were never caught.

There seemed however to be still another chance. Our expedition and its powerful escort was by now itself south of Dakar, approaching Freetown. At 12.16 a.m. on September 14 the Admiralty signalled to Admiral John Cunningham telling him that the French cruisers had left Casablanca at a time unknown and ordering him to prevent them entering Dakar. The cruisers *Devonshire*, *Australia* and *Cumberland* and the *Ark Royal* thereupon turned back at maximum speed to establish a patrol-line to the

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### TALK COSTS LIVES"

dangerous, these "Careless Talk" posters whimsically portrayed an omnipresent Hitler listening as Britons talk. This series was drawn by Kenneth Bird, the *Punch* artist who signs his work "Fougasse."

north of Dakar. They did not reach their stations until evening on September 14. The French squadron was already anchored in the port with awnings spread.

This chapter of accidents sealed the fate of the Franco-British expedition to Dakar. I had no doubt whatever that the enterprise should be abandoned. The whole scheme of a bloodless landing and occupation by General de Gaulle seemed to me ruined by the arrival of the French squadron, probably carrying reinforcements, good gunners and bitter-minded Vichy officers, to decide the Governor, to pervert the garrison and man the batteries.

Accordingly, at the meeting of the War Cabinet at noon on September 16 I declared that the whole situation was altered and that the operation was now out of the question.

The expedition arrived at Freetown on September 17. All the leaders reacted vehemently against the idea of abandoning the enterprise. The Admiral and the General argued that until it was known to what extent the arrival of the Vichy cruisers had raised local morale their presence did not materially alter the previous naval situation.

Here was another twist in the situation. It was very rare at this stage in the war for commanders on the spot to press for audacious courses. If the men on the spot thought it was a time to do and dare, we should certainly give them a free hand.

IT is not necessary here to narrate in detail all that happened during the three days in which Dakar was attacked. These deserve their place in military chronicles, and are a further good example of bad luck. The meteorologists at the Air Ministry had of course carefully studied climatic conditions on the West African coast. A long survey of records reveals uniform, regular bright sunlight and clear weather at this season of the year. On September 23, when the Anglo-French armada approached the fortress, with de Gaulle and his French ships well in the van, fog reigned supreme. We had hoped, since the great majority of the population, French and native, was on our side, that the appearance of all these ships with the British lying far back on the horizon would have decided the action of the Governor. It soon proved however that the Vichy partisans were masters, and there can be no doubt that the arrival of the Vichy cruisers with their troops had blotted out any hope of Dakar joining the Free French movement. De Gaulle's two aeroplanes landed on the local airfield, and their pilots were immediately arrested. One of them had on his person a list of the leading Free French adherents. De Gaulle's emissaries, sent under the Tricolour and the white flag, were rebuffed, and others who entered later in launches were fired upon

CONTINUED ON NEXT PAGE

# BETTER SLEEP

## Brings BRIGHTER MORNINGS

Try this drugless way  
for Sleep that really refreshes

**REFRESHING** sleep—sound, natural sleep—the kind that makes you wake up feeling rested in the morning—that is the kind of sleep we mean when we suggest that you try Ovaltine.

For Ovaltine is recognized in many countries throughout the world as a leader among all sleeping aids containing no drugs. It acts to induce sleep in an entirely *drugless* way. You take it hot at bedtime made according to directions.

It helps you to relax—aid in relieving nervous tensions built up during the day. So you can go to sleep more readily and sleep more soundly.

Moreover, Ovaltine contains a wide scope of important food elements. Equally important, Ovaltine has been processed in such a way that it is digested and absorbed very readily *even as you sleep*—and thus helps to replace and rebuild worn-out nerves and tissue.

#### You Can Tell Very Quickly

You can tell in three nights whether Ovaltine will help in your situation. Just purchase a small-size jar for a trial. You will find it inexpensive. Remember that Ovaltine is not habit-forming, but it may be a very good habit to form.



# Ovaltine

PLAIN AND CHOCOLATE FLAVORED





## GEM PUSH-PAK

**SPEDDY!** Ends blade unwrapping, delivers naked blade in split second! The *only* blade dispenser that floats edges in air—they cannot touch or dull each other. The *only* dispenser with a 'show window'—you see how many blades are left!

'SHOW WINDOW'—  
see blade-edges  
floating in air!

Gem Push-Pak with 10 Gem Blades . . . **49¢**



## GEM'S CLEAN SWEEP SHAVE!

An A. S. R. Product—Gem Div., Amer. Safety Razor Corp., B'klyn 1, N. Y.

# Connolly

makes shoes of Kid and Kangaroo  
*exclusively*



This oxford, on our famous  
Cambridge last, comes  
in brown or black, in either  
Kid or Kangaroo. Connolly  
Shoes are reasonably  
priced—\$10.95 to \$16.95.

That's why Connolly Shoes are comfortable shoes . . . Kid and Kangaroo are the easiest leathers of all to wear. They are supple, light, yet sturdy, and take a fine polish, too. We'll be glad to give you the name of a Connolly store near you.



CONNOLLY SHOE COMPANY  
STILLWATER • MINNESOTA

## CHURCHILL'S MEMOIRS CONTINUED

and two of them wounded. All hearts were hardened, and the British Fleet approached through the mist to within five thousand yards. At 10 a.m. a harbour battery opened fire on one of our wing destroyers. The fire was returned, and the engagement soon became general.

In the afternoon General de Gaulle tried to land his troops at Rufisque, but the fog and the confusion had now become so dense that the attempt was abandoned.

An ultimatum was sent that night to the Governor of Dakar, to which reply was made that he would defend the fortress to the last. The commanders answered that they intended continuing the operation. Visibility was better than on the previous day, but still poor. The shore batteries opened on our ships as they closed. The bombardment ended at about ten o'clock.

On September 25 the action was resumed. Soon after 9 a.m. the battleship *Resolution* was hit by a torpedo from a Vichy submarine. After this the Admiral decided to withdraw to seaward.

The Cabinet met at 11.30 a.m. and news of the results of the morning's operations reached us during the meeting. On these



## DE GAULLE AT DAKAR

General de Gaulle, here shown aboard one of the transports that carried Free French troops to Dakar, failed to capture that West African port. A few weeks later he was welcomed at Douala, in the Cameroons, which became an important Free French base.

tidings it seemed clear that the matter had been pressed as far as prudence and our resources would allow. We therefore, after a painful discussion, were all agreed to push no more.

Although the fighting at Dakar had been far more serious than had been expected, we were not wrong in our judgment that the Vichy Government would not declare war upon Great Britain. They contented themselves with air retaliation upon Gibraltar from North Africa. The French aviators did not seem to have their hearts in the business, and most of the bombs fell in the sea. Some damage was done but there were very few casualties. Our A.A. batteries shot down three aircraft. Fighting at Dakar having ended in a Vichy success, the incident was tacitly treated as "quits."

At the end of September Mr. Chamberlain's health got far worse. The exploratory operation to which he had subjected himself in July and from which he had returned so courageously to duty had revealed to the doctors that he was suffering from cancer and that there was no surgical remedy. He now became aware of the truth and that he would never be able to return to his work. He therefore placed his resignation as Lord President of the Council in my hands.

Mr. Chamberlain also thought it right to resign the Leadership of the Conservative Party, and I was invited to take his place. I had to ask myself the question—about which there may still be various opinions—whether the Leadership of one great party was compatible with the position I held from King and Parliament

CONTINUED ON PAGE 85



MEN AND BOYS: WAIT'LL  
YOU TRY **CARTER'S TRIGS**

*Carter's*  
**TRIGS**

**MAN, WHAT COMFORT!**

My Carter's Trigs are so comfortable, I can wear them all day long. They're soft, they're cool, and they're just what I need for a relaxing day at home or a busy day at work.

**BOY, WHAT WEAR!**

My Carter's Trigs are so comfortable, I can wear them all day long. They're soft, they're cool, and they're just what I need for a relaxing day at home or a busy day at work.

**MOM, WHAT EASY WASHING!**

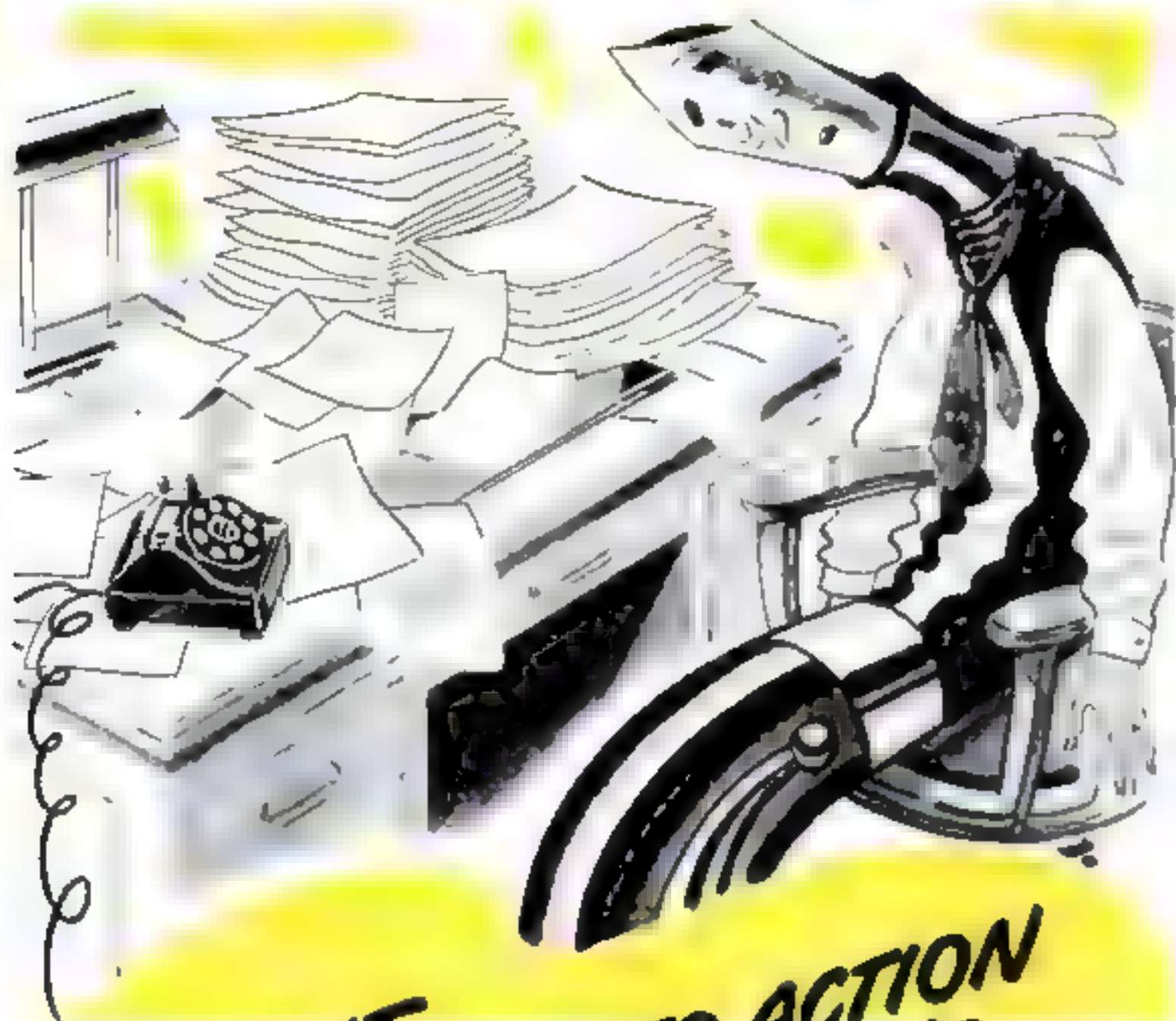
My Carter's Trigs are so comfortable, I can wear them all day long. They're soft, they're cool, and they're just what I need for a relaxing day at home or a busy day at work.

*Carter's* **TRIGS**

FOR MEN AND BOYS



# Is Your Pen Nervous? Rundown? Lost its Pep?



HELP IT  
SNAP BACK TO ACTION  
WITH SHEAFFER'S

## Skip

Sheaffer's TOP-WELL bottle—exclusive! Permits free, easy, instant filling...without fuss—bother—or tilting.



When your pen lags—drops—sputters through its work . . . it's time to switch to Sheaffer's Skip. Doesn't clot—doesn't clog—Skip DOES make any pen write better—last longer . . . for it's test-proved the finest—safest writing fluid in the world. Even if you have a few cents worth of some inferior writing fluid—throw it away! Replace it with Skip for the safety of your pen—improvement of your writing. Get Sheaffer's Skip—World's largest selling writing fluid! W. A. Sheaffer Pen Company, Fort Madison, Iowa and Malton, Ontario, Can.

Sheaffer's "Magic-Circle" Cap—exclusive! "Magic-Circle" instantly absorbs excess fluid, leaves bottle rim clean and clear.

THE WRITING  
FLUID THAT MAKES  
ANY PEN WRITE  
BETTER

- 1 Faster Starting
- 2 Freer Flowing
- 3 Fast Drying
- 4 Magic-Circle Cap
- 5 Top-Well Bottle
- 6 12 True-Tone Colors  
Permanent or Washable

SHEAFFER'S **Skip** SUCCESSOR  
TO INK

Only 15c for two-ounce size—25c for economy four-ounce size.

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## CHURCHILL'S MEMOIRS CONTINUED

as Prime Minister of an Administration composed of and officially supported by all parties. I had no doubt about the answer. The Conservative Party possessed a very large majority in the House of Commons over all other parties combined. Owing to the war conditions no election appeal to the nation was available in case of disagreement or deadlock. I should have found it impossible to conduct the war if I had had to procure the agreement in the compulsive days of crisis and during long years of adverse and baffling struggle not only of the leaders of the two minority parties but of the leader of the Conservative majority. Whoever had been chosen and whatever his self-denying virtues, he would have had the real political power. For me there would have been only the executive responsibility.

I therefore accepted the position of Leader of the Conservative Party which was pressed upon me, and I am sure that without it, and all the steady loyalties which attached to it, I should not have been able to discharge my task until victory was won. Lord Halifax, who might have been an alternative choice of the party if I had declined, himself proposed the motion, which was unanimously adopted.

THE summer had crashed its way along with massive, rending shocks, but with growing assurance of survival. Autumn and winter plunged us into a maze of complications, less mortal but more puzzling. In the Far East the danger of a Japanese declaration of war seemed to have receded. We felt ourselves strong enough to reopen the Burma Road when its three months' closure had elapsed. The Japanese were experienced in sea war, and probably thought about it along the same lines as the British Admiralty. None the less, it was not without anxiety that the decision to open the Burma Road and allow supplies to flow along it into China was taken.

I was glad to telegraph to the President news which I was sure would be agreeable to him and to the United States.

October 4, 1940

*Former Naval Person to President.*

"After prolonged consideration of all the issues involved we to-day decided to let the Burma Road be reopened when the three months' period expires on October 17. . . . I know how difficult it is for you to say anything which would commit the United States to any hypothetical course of action in the Pacific. But I venture to ask whether at this time a simple action might not speak louder than words. Would it not be possible for you to send an American squadron, the bigger the better, to pay a friendly visit to Singapore? . . .

"In spite of the Dakar fiasco the Vichy Government is endeavouring to enter into relations with us, which shows how the tides are flowing in France now that they feel the German weight and see we are able to hold our own. . . .

"I cannot feel that the invasion danger is past. The gent has taken off his clothes and put on his bathing-suit, but the water is getting colder and there is an autumn nip in the air. We are maintaining the utmost vigilance."

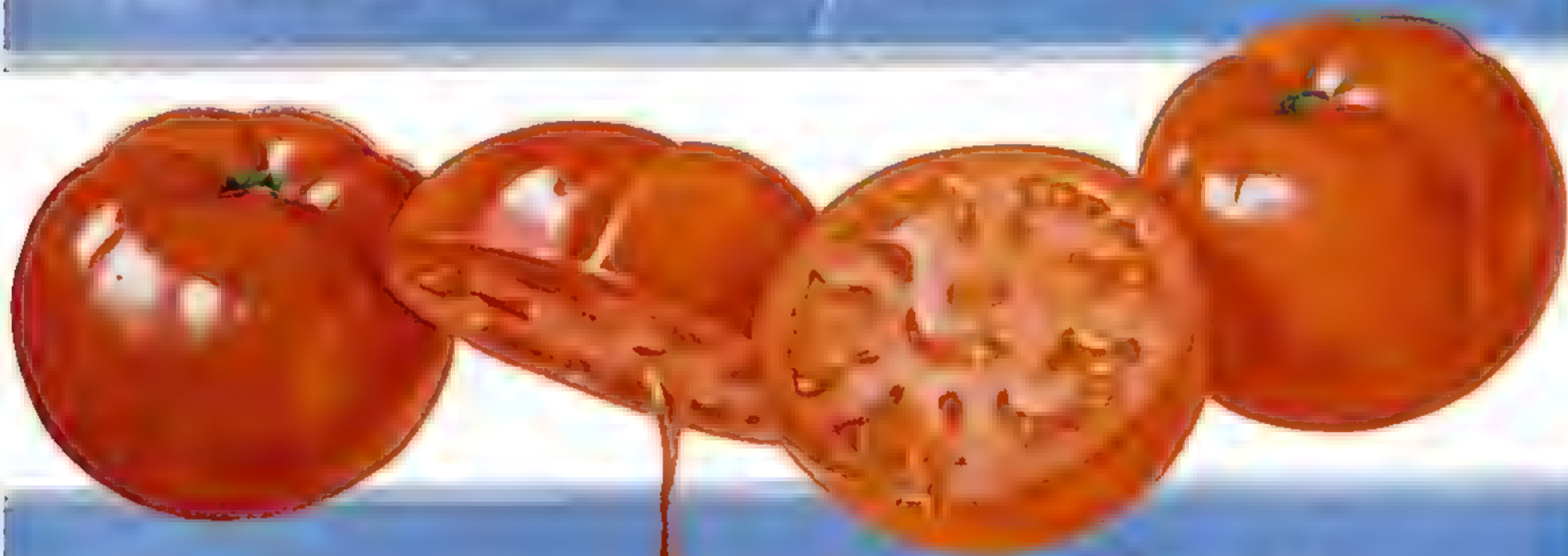
In Next Week's Issue

## THE SIXTH INSTALMENT OF WINSTON CHURCHILL'S "THEIR FINEST HOUR"

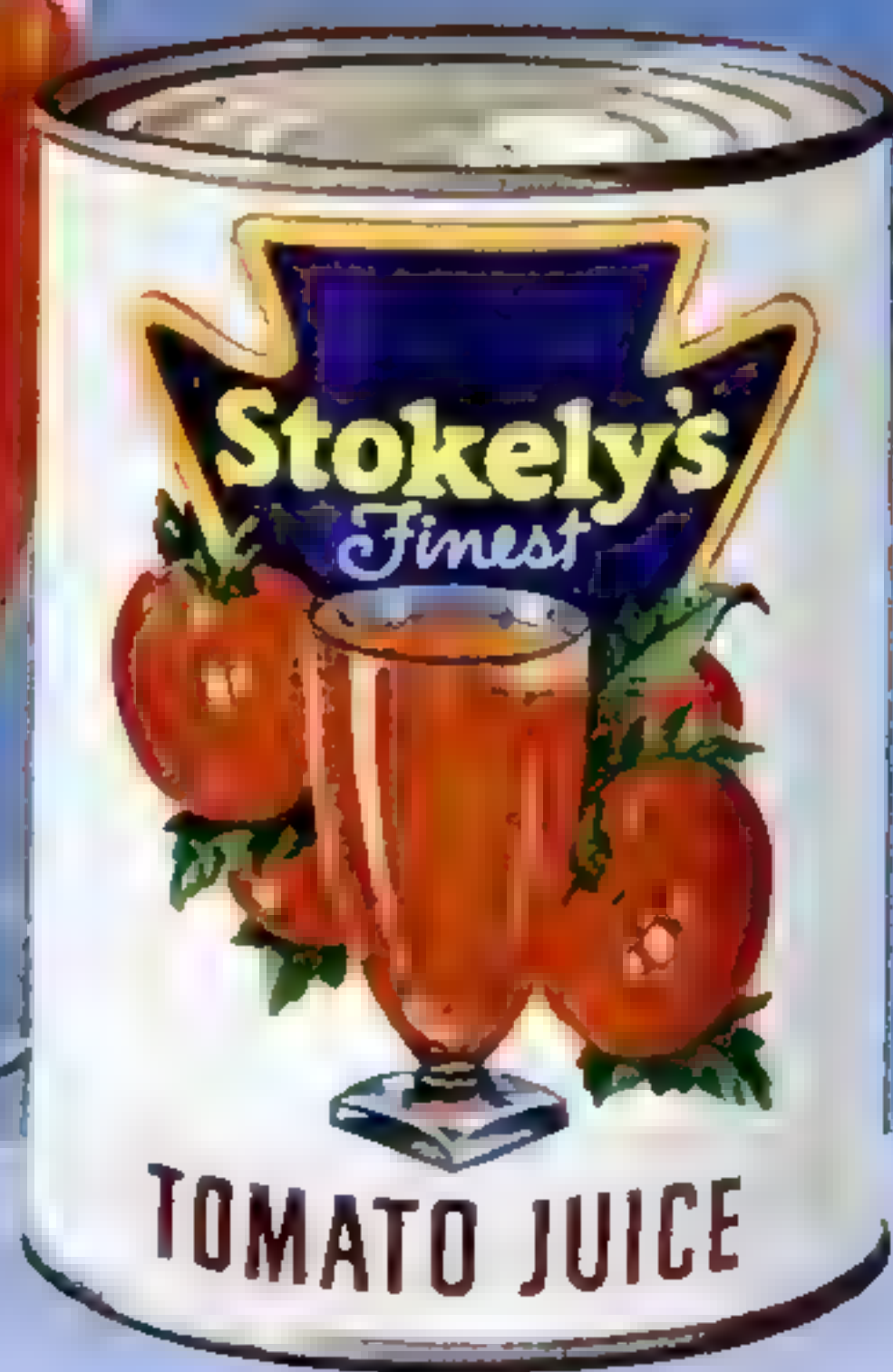
The facts behind "the most unsordid act in the history of any nation"—Lend-Lease—are disclosed by Mr. Churchill in next week's issue. He also relates how Roosevelt, at Mr. Churchill's request, put pressure on Vichy to keep French warships out of action, appraises the wartime attitude of Spain, tells how Mussolini made a sad mistake with his air force, and records the dramatic beginnings of the Allies' first land offensive after the fall of France.



# Stokely's Juice



Chill... Serve... Satisfy



FRUITS ||| VEGETABLES

Van Camp's SINCE 1941 • Stokely's Finest SINCE 1898 • Honor Brand Frozen Foods SINCE 1933



*once again*

IT'S TIME TO



Let early thaws



...and spring rains



**VIGORO**—complete, balanced plant food supplies all the essential plant nutrients grass must get from the soil for best growth and development.

Your lawn wakes up from its winter sleep much earlier than you think! That's why you should feed Vigoro NOW—even before the frost is out of the ground.

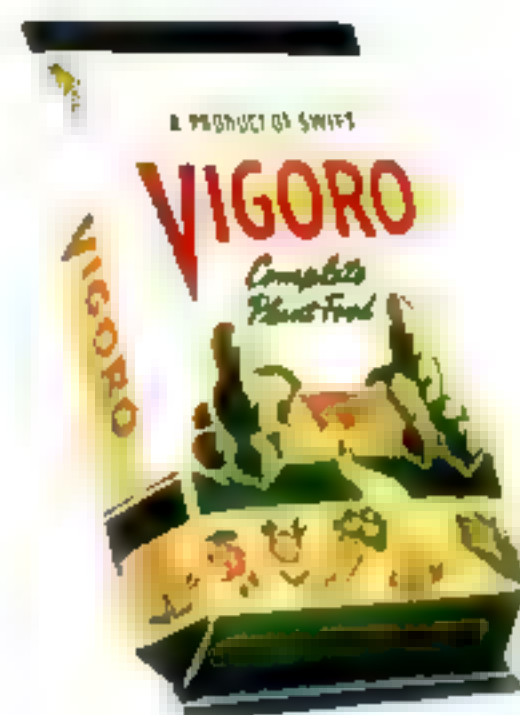
You see—early spring is one of the best possible seasons for feeding lawn grass. For, at this time, plant nutrients can do the most good—will readily benefit the entire plant when there is plenty of moisture in the soil. And Vigoro—complete, balanced plant food—provides in ample amounts *all* the essential plant nutrients growing things must get from the soil for best possible growth and

development. You merely apply Vigoro evenly to your lawn at the rate of 4 pounds per hundred square feet.

Here's another Vigoro plus! Vigoro increases the humus (organic material) in your soil by helping grass grow extra-large root systems. Thus, soil becomes a better storehouse for plant nutrients and moisture. And aeration is improved, too—helping both root and plant growth.

Make your lawn the neighborhood beauty spot. Get Vigoro from your garden supply dealer today. Feed it right away—and at regular intervals.

...soak Vigoro de



\*VIGORO is the trade-mark for **SWIFT & COMPANY'S** complete, balanced plant food



FEED **VIGORO\***

into your lawn

MORE GREAT GARDENING AIDS!

**EndoPest** **VIGORO**

EndoPest . . . provides all the pest protection most gardens need!



**EndoWeed** . . . new, improved weed-control. Kills over 100 different weeds. Especially easy to use with EndoWeed "Side-Spray" applicator.



Reporting the whiskey  
story of the year;  
the story that proves

*People know a good thing  
when they taste it!*



All over America...

9 out of 10 Imperial buyers  
have bought Imperial before...  
and they're buying it again!



It's good to know... **IMPERIAL**  
is made by Hiram Walker

*91 years at fine whiskey-making makes this whiskey good. 86 proof. Blended Whiskey. The straight whiskeys in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.*





NARROW GRAY FLANNEL SKIRT, PART OF \$225 SUIT BY TRIGERE, HAS 12-INCH BUTTONED SLIT

# Slit Skirts

## THEY SHOW A LITTLE MORE LEG

As an antidote to last year's swirling, full skirts (some were as much as 15 yards around) many of this spring's street and afternoon dresses are as narrow as telephone poles. With lengths still pegged down at New Look levels, room for walking, leg crossing or high stepping is provided by slits—in back or up the side—from 4 to 9 inches long. The new style has an interesting by-product: under the right conditions of light and motion a spectator can catch a fleeting glimpse of the long-veiled upper calf and knee.



DIOR 12-INCH SKIRT IS SLIT IN FRONT



ARE YOU REALLY SURE OF YOUR PRESENT DEODORANT? TEST IT AGAINST NEW PERFECT FRESH

SEE FOR YOURSELF WHICH STOPS PERSPIRATION—PREVENTS ODOR BETTER!

Be Lovelier to Love  
with new perfect FRESH

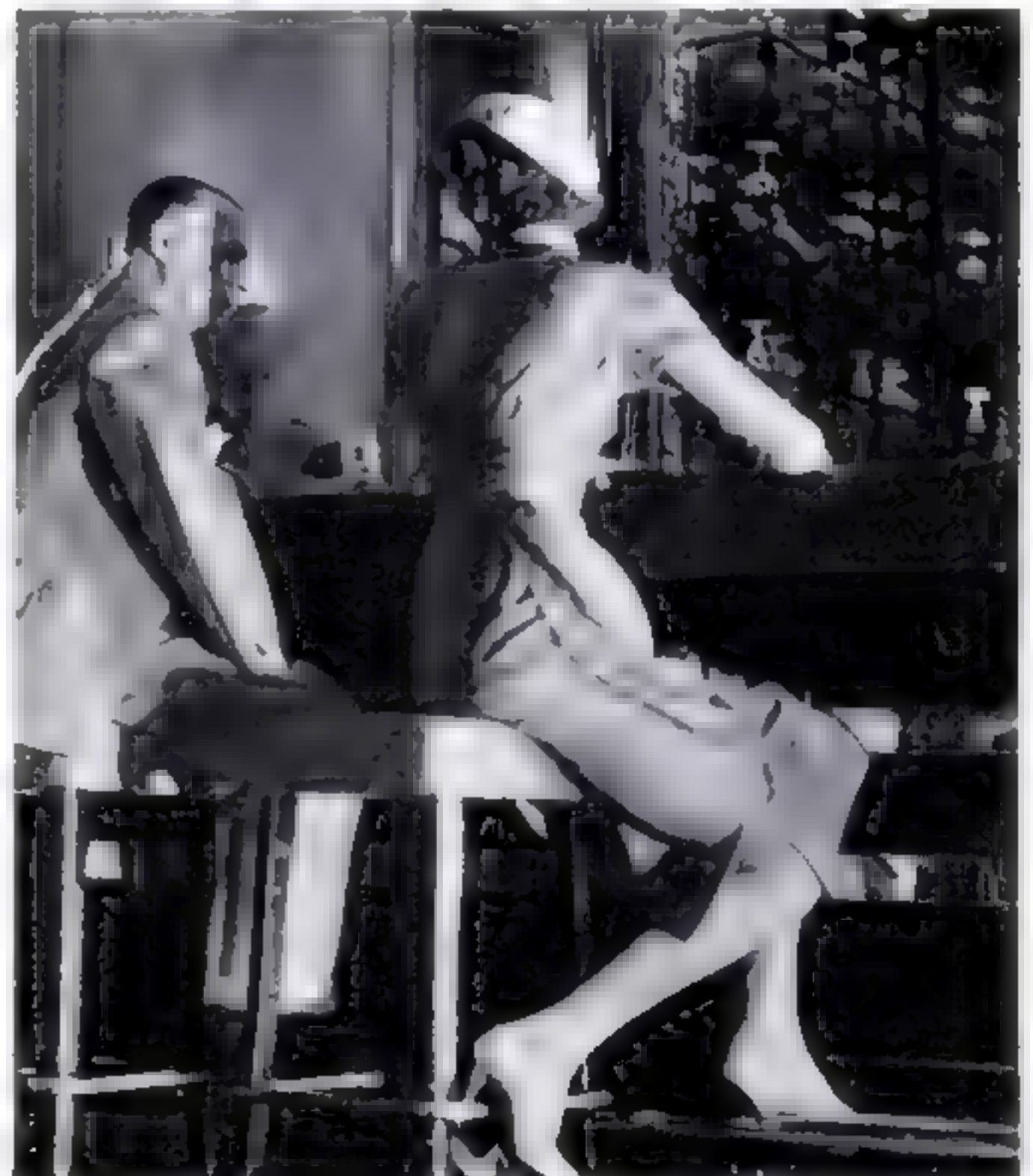
FRESH  
CREAM DEODORANT  
STOPS PERSPIRATION

**P.S.** Test FRESH yourself at our expense. See if FRESH isn't more effective, creamier, smoother than any deodorant you've ever tried. Only FRESH can use the patented combination of amazing ingredients which gives you this safe, smooth cream that doesn't dry out . . . that really stops perspiration better. Write to FRESH, Chrysler Building, New York, for a free jar.

## SLIT SKIRTS CONTINUED



**TAILORED SUIT** (Dior) of menswear worsted has slit in back of narrow (37 inches around) skirt. Pockets extend toward back of coat, exaggerate hips.



**AFTERNOON DRESS** has a slit up the side of the skirt which shows only when the wearer sits down. In standing position slit is hidden by an overskirt.



DEPENDABLE

CHAMPION

SPARK PLUGS



## America's Favorite! ➔

At "sugaring time" or any time when temperatures are low, dependable spark plugs are essential to the efficient performance of cars, buses, trucks, tractors, and stationary engines which are such a vital part of rural or urban life. Dependable spark plugs make dependable engines, so dependable CHAMPIONS are naturally America's favorite. In fact, Champions are the favorite spark plugs of most users throughout the world, proof positive that they represent the ultimate in quality, value, performance and dependability.



***FOLLOW THE EXPERTS***

**DEMAND DEPENDABLE CHAMPIONS**  
**FOR YOUR CAR**

Listen to the CHAMPION ROLL CALL . . . Harry Wisner's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



*At last! a fine cigarette you can*

Inhale to

New!

FLMB



# your heart's content!

It's here! A cigarette of exceptionally fine flavor, plus a safe margin of protection! Embassy's natural filtering action not only gives you a cleaner smoke with milder tobaccos — but the added safeguard of smoke up to 30° cooler! (See chart below.)

# EMBASSY

## ORDINARY CIGARETTE

130°F

When you smoke an ordinary cigarette to a normal  $\frac{3}{4}$ " length, the smoke of the final pull goes into your mouth at 130°F.

## EMBASSY CIGARETTE

Smoke an Embassy the same length; in this case even the final puff of smoke entering your mouth is only 100°F. . . . practically body temperature.

100°F

Cooler!

Actually 30°



PRODUCT OF  
*R. J. REYNOLDS COMPANY*  
Established 1760





**HUGE HOTHOUSES** from above look like a factory. At left and right of big T-shaped display rooms

at center are the working greenhouses. In farthest left orchids are grown; in farthest right, camellias.

## *The Du Pont Greenhouse*

### IN HUGE INDOOR GARDENS IT IS ALREADY SPRING

The fields around Longwood, the huge Du Pont estate near Kennett Square, Pa., are brown this time of year and covered with stubble. The lawns in the formal gardens are a pale olive and all but the evergreen trees are bare. But inside Longwood's enormous greenhouse, the biggest private greenhouse in the world, it is full springtime. In the great display room (*opposite page*) thousands of perfect flowers—azaleas, tulips, primroses, apple blossoms—are blooming in beds around an emerald lawn. In other parts of the greenhouse it is even early summer; new sets of gloxinias, begonias and delphiniums are already being prepared for transplanting to the display rooms next month. In some wings tropical plants are in season. In others camellias are being forced into bloom at a chill 40°. Pushing the seasons around is no trick for Longwood, which has 3¼ acres under glass.

The greenhouses at Longwood were built 30 years ago by Pierre S. du Pont, head of the Du

Pont clan, who is now 79. They cost him more than \$2 million, and he filled them with flowers imported from dealers all over the world. In the display room he mounted a powerful 10,000-pipe organ for the late Mrs. du Pont, who was hard of hearing, and all around the greenhouse he built water gardens, rose gardens, yew gardens and fabulous fountains (\$500,000) which played through colored searchlights. In 1921 he threw all this open to the public and since then more than three million visitors have admired the flowers, watched plays in the outdoor theater and listened to the organ concerts.

Twenty-five expert gardeners staff Longwood's greenhouse. There are more than 100 other employees—farmers, plumbers and maintenance men—who live with their families in the 104 tenant houses. Longwood has its own fire department, water system and baseball team, and the greenhouse alone uses enough oil annually to heat an average house for 175 years.





**GARDEN OF SPRING FLOWERS** blooms in the winter inside DuPont greenhouse. Here at the foot of pillars which are covered with leaves of creeping fig

plants grow tulips and bird-of-paradise flowers (*left*) Above the tulips blossoms a dwarf apple tree. In rear a yellow acacia tree towers up toward the glass roof.

**ON THE NEXT TWO PAGES: DU PONT'S FERN ROOM**

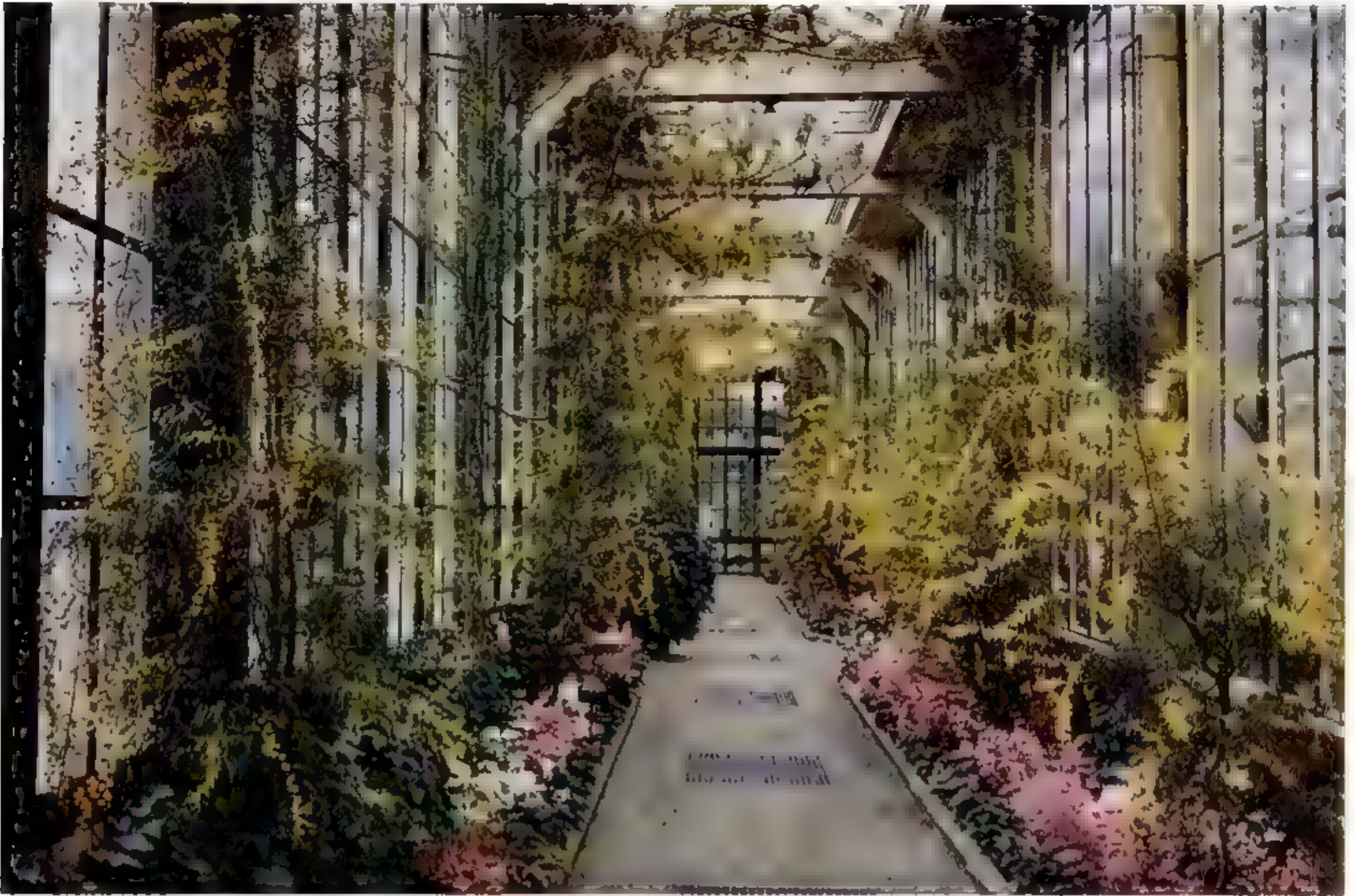












**ACACIA PASSAGE** runs for 100 feet to connect several sections of the DuPont greenhouse. These are acacia shrubs. To keep them healthy, the greenhouse gar-

deners spray them with water from top to bottom twice every week. Along walk beneath them fairy primroses bloom among the low plants of English ivy.



**FLOWER CIRCLE** surrounds the trunk of a small acacia tree. Around the tree trunk a few stalks of white allium grow above low white and purple primroses.

Above the other primroses in foreground at left and right stand clumps of blue phlox and white stocks. Spires of delphinium stand highest of all in background.





# *New* **NEVER-STAIN** ALUMINUM NAILS

- Will never streak or stain finished surfaces, such as painted house siding.
- Made in many sizes and types for use wherever nail stain is objectionable.
- Light in weight — almost three times as many per pound.
- Nichols Aluminum\* Nails are etched from head to tip for great holding power. Easy to drive. Billions have been used.
- Available anywhere in the United States.

*Consult Your Architect or Builder*

He is qualified to recommend money-saving applications for Nichols Never-Stain Aluminum Nails.



**NICHOLS WIRE & ALUMINUM CO.**

General Office and Factory — DAYTON, OHIO

**ALUMINUM IS NOT A SUBSTITUTE**

\* All Nichols Never-Stain nails are made from an aluminum alloy conforming to Federal Specification QQ-A-325.



# LAVISH NEW TELEVISION REVUE

SOME OF BROADWAY'S BEST YOUNG TALENT PERFORMS IN VIDEO'S MOST EXPENSIVE MUSICAL SHOW

The television revue, which is now firmly established as TV's most popular form of entertainment, has reached its most lavish height with the new *Admiral Broadway Revue*. Telecast on two networks (NBC and Du Mont) to 31 of the 33 U.S. cities with TV stations, the hour-long Admiral show is the most expensive revue on the air, costing \$25,000 a week. It has its own set

and costume designers, its own choreographer, its own regular writers and a permanent cast with some of the brightest young talent around Broadway and the nightclub circuit.

At its worst the *Admiral Revue* plays too much to its studio audience and forgets the limits imposed by its television cameras. At its best, with acts like the Champions (cover and below), Sid

Caesar, Imogene Coca and Mary McCarty, it equals the best that Broadway has to offer.

Marge and Gower Champion, who have been married 16 months, are respectively 26 and 28, have danced in nightclubs all over the country. Although he has never been in a Broadway show himself, Gower this year directed the dances for two hit revues, *Small Wonder* and *Lend an Ear*.



IN FLIRTATIOUS DANCE, MARGE AND GOWER CHAMPION EXPRESS ADMIRATION FOR EACH OTHER WITH A FLURRY OF FRENZIED KICKS AND GRACEFUL LEAPS

A COLORFUL SCENE is created backstage as the players in costume at the *Admiral Broadway Revue* warm up outside their dressing rooms. On the stage level Marge and Gower Champion dance, watched by Producer-Director Max Lehman. Above them, first tier, are the stars: Comedian Sid

Caesar tries his version of *Rigoletto*; Mary McCarty combines her operatic heroines into one named *Marguerita Lucia*; Imogene Coca plays *Carmen*, and Loren Welch is *Hopalong Escamillo*. On tiers above supporting players are decked out as other operatic characters and international beauties.







**A Toast to you ~**  
**with** *The Champagne of Bottle Beer*



*Burning the Mortgage—a memorable event in the typical American home.  
The toast—with MILLER HIGH LIFE, of course.*

Hold up *your* tall glass of clear, sparkling MILLER HIGH LIFE.

Watch those cheerful, effervescent bubbles rise to the top.

Test that inviting bouquet. Now drink . . . and enjoy the flavor  
of a *truly fine* beer. Drink *your* toast with the Champagne of

Bottle Beer, MILLER HIGH LIFE. Brewed and bottled only by  
the MILLER BREWING COMPANY, Milwaukee, Wisconsin.

**ENJOY LIFE WITH MILLER HIGH LIFE**





**IN OPERA TAKE-OFF** Mary McCarty and Sid Caesar peer into the distance, looking in vain for faded glories of their Sauerbraten Light Opera Company.



**AS A SQUEAKY PRIMA DONNA** Mary McCarty (right) wriggles about the stage while she gurgles an agitated operatic aria, "Just call me Mary Lou!"

CONTINUED ON NEXT PAGE

**SHE ALWAYS HAS TIME  
FOR THE MAN WITH  
P.A.\***

● Most any woman knows that there's something specially attractive and masculine-looking about the man who smokes a pipe. And millions of pipe smokers know that a pipeful of mild, rich-tasting Prince Albert means real smoking joy and comfort.

**P.A.\* MEANS PIPE APPEAL**  
**P.A. MEANS PRINCE ALBERT**

The new  
humidor top locks  
in the freshness  
and flavor



The choice tobacco in Prince Albert is crimp cut—packs down perfectly in your pipe—smokes cool and even right down to the bottom of the bowl. It's rich-tasting—mild and tongue-easy. Specially treated to insure against tongue bite. Try P.A. in the familiar red tin with the new humidor top, and see why it's America's largest-selling smoking tobacco!

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

"LIKE TO ROLL YOUR  
OWN CIGARETTE?  
USE RICH-TASTING  
PRINCE ALBERT!"



**THE NATIONAL JOY SMOKE**



you see

## Paradise Shoes

in the smartest places—

on the best-dressed  
young sophisticates.  
Enjoy the long wear  
and good fit of this  
elegant footwear—  
and get so much fashion  
at such practical prices!



Nominee



Viking



Breese



Most styles \$12.95 and \$14.95  
See these and other Spring Paradise fash-  
ions at leading stores everywhere or write for  
the name of your nearest Paradise dealer.  
Brauer Bros. Shoe Co., St. Louis Mo.

## Paradise Shoes



**AS FASHION EXPERT** Imogene Coca sports ratty furs which start falling apart as she asks rapturously, "Have you ever seen such soft lovely bellicies?"



**AS BALLET NYMPH** Imogene Coca is hoisted impetuously by her male partner, who then spies another nymph and leaves Coca dangling on proscenium.





**SCENT SECRET:**

Wherever you go, let perfume set the scene  
Touch the temples, wrists, bend of  
the elbow, nape of the neck with fragrance

**GIFT SECRET FOR MEN:**

The most gracious and acceptable gift you can give  
is Evening in Paris.

**Make Fragrance a Part of You . . .** Never, never face your world

without your perfume . . . make use of its magic  
and power every hour, every day. Remember . . .  
daytimes, evenings and always, *Evening in Paris* perfume  
is enchanting . . . and you're a thousand times  
more fascinating when you wear it!

Evening in Paris Perfume 75¢ to \$12.50

Evening in Paris Eau de Cologne 65¢ to \$1.50

Evening in Paris Face Powder \$1.00

All Prices Plus Tax.

**BOURJOIS**



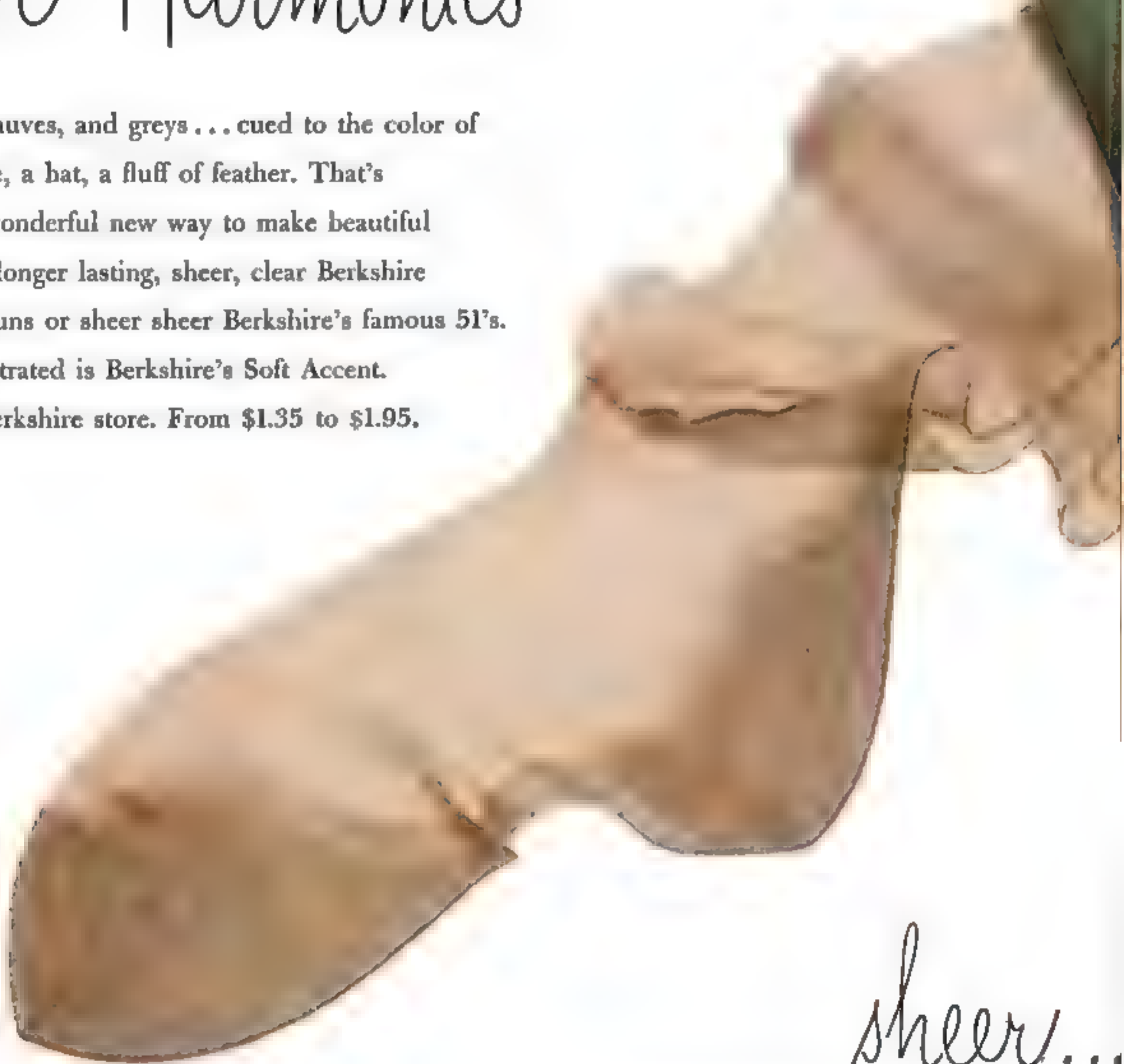


# Berkshire's New Stocking Fashions

featuring

## Color Harmonics

Delicate taupes, beiges, mauves, and greys . . . cued to the color of a shoe, a wisp of veil, a glove, a hat, a fluff of feather. That's Color Harmonics . . . Berkshire's wonderful new way to make beautiful costume color harmony with longer lasting, sheer, clear Berkshire Nylons, Nylace Kantruns or sheer sheer Berkshire's famous 51's. The stocking color illustrated is Berkshire's Soft Accent. At your favorite Berkshire store. From \$1.35 to \$1.95.



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# sheer...Berkshire Stockings

for the loveliest legs in the world... by the world's largest manufacturers of full fashioned stockings.







Everything tastes better with

**Petri Wine**



The perfection you find in Petri Wine is the result of a skill which has been handed down, from father to son, *for three generations.*

Try Petri Wine tonight!

**PETRI TOOK TIME TO BRING YOU GOOD WINE**



# PEACOCK HUNTING AT BRYN MAWR, PA.

## Sophomores fail to get the bird

Through most of the year the freshmen at Bryn Mawr College in Pennsylvania are remarkably sensible and industrious. But once every winter, just before their annual play, something moves them to sneak an animal onto the campus and put it in a secret hiding place. The sophomores, to save the reputation of their class, must find it within 24 hours. If they find it they can then triumphantly walk on stage at the freshman play, name the animal and break up the show.

The sophomores never know what the animal will be. In the past 50 years it has taken many forms—a mongoose, a goat, a donkey, a professor of English philology, a blue-point oyster and a Western Union boy. This year it was a peacock. One evening two weeks ago, as freshmen rushed about with odd-looking boxes to confuse the sophomores, the peacock arrived from an animal farm. It was spirited to a secret hiding place (right) while other freshmen made noises like cows and pigs to puzzle sophomores if the peacock should scream. The sophomores searched wildly until 2 a.m., slept a few hours and then searched some more. Several times they were within a few feet of the bird, which had been guarded by two freshmen all night long. But by show time they were still empty-handed; they put on a bold front and sang a song saying they knew the animal was a dodo. Then the freshmen brought their peacock out on the stage (next page), sang a song of triumph and flipped up their skirts to flaunt their proud class numerals (below).



AT 5:30 A.M., AFTER A NIGHTLONG VIGIL, THE PEACOCK IS STILL SAFE, GUARDED BY TWO TIRED FRESHMEN



AT THE HIGH POINT OF THE FRESHMAN SHOW 10 MEMBERS OF CHORUS LINE LIFT THEIR SKIRTS AND BEND OVER TO SPELL OUT THE NUMERALS OF THEIR CLASS





**OVER A TRANSOM** three athletic sophomores try to find unknown animal in a locked schoolroom. They looked in packages, suitcases, cars and in cellars.



**UP A STAIRCASE** sophomores continue their hunt, heckled by freshmen. At this moment they were only a few feet from the bird, but did not know it.



**AT GRAND FINALE** of show Pat Onderdonk brings bird on stage. At left is Jane Augustue, who guarded bird in the tower, escaped in time to play part.



*McKeltrick Maternity*

... the discreet little suit that hides your expectations with a swinging jacket and expandable skirt ... in butcher-linen-like rayon ... non-crushable and launderable ... navy, turquoise, toast, mauve. Sizes 10 to 18.

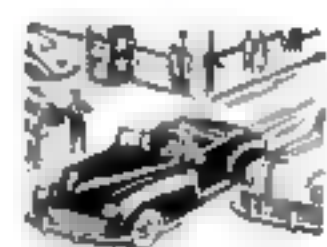
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gives guaranteed  
smoother driving**

**You feel the improvement  
within 10 miles — when you  
get rid of gum and sludge**



Rislone gives your car smooth power at all speeds ... immediate starting and power-surge pick-up in any weather. It keeps your car at peak performance as you drive. Gets rid of sticking valves, sluggish power, and slow-speed jerkiness.

It's "motor magic" that works in cars of any age. Actually, Rislone permits normal driving speeds immediately in new and reconditioned cars.

There are no harmful ingredients in Rislone. It's a real full-time lubricant, a super oil-alloy that keeps modern motor-oils up to snuff, absorbs gum and sludge, keeps your motor clean and protected.

Prove it to yourself. Try Rislone today. Available at car dealers, better garages, and service stations everywhere. If you can't feel a smooth-driving difference in 10 miles — you get a full refund.

The Shaler Company, Waupun, Wis.



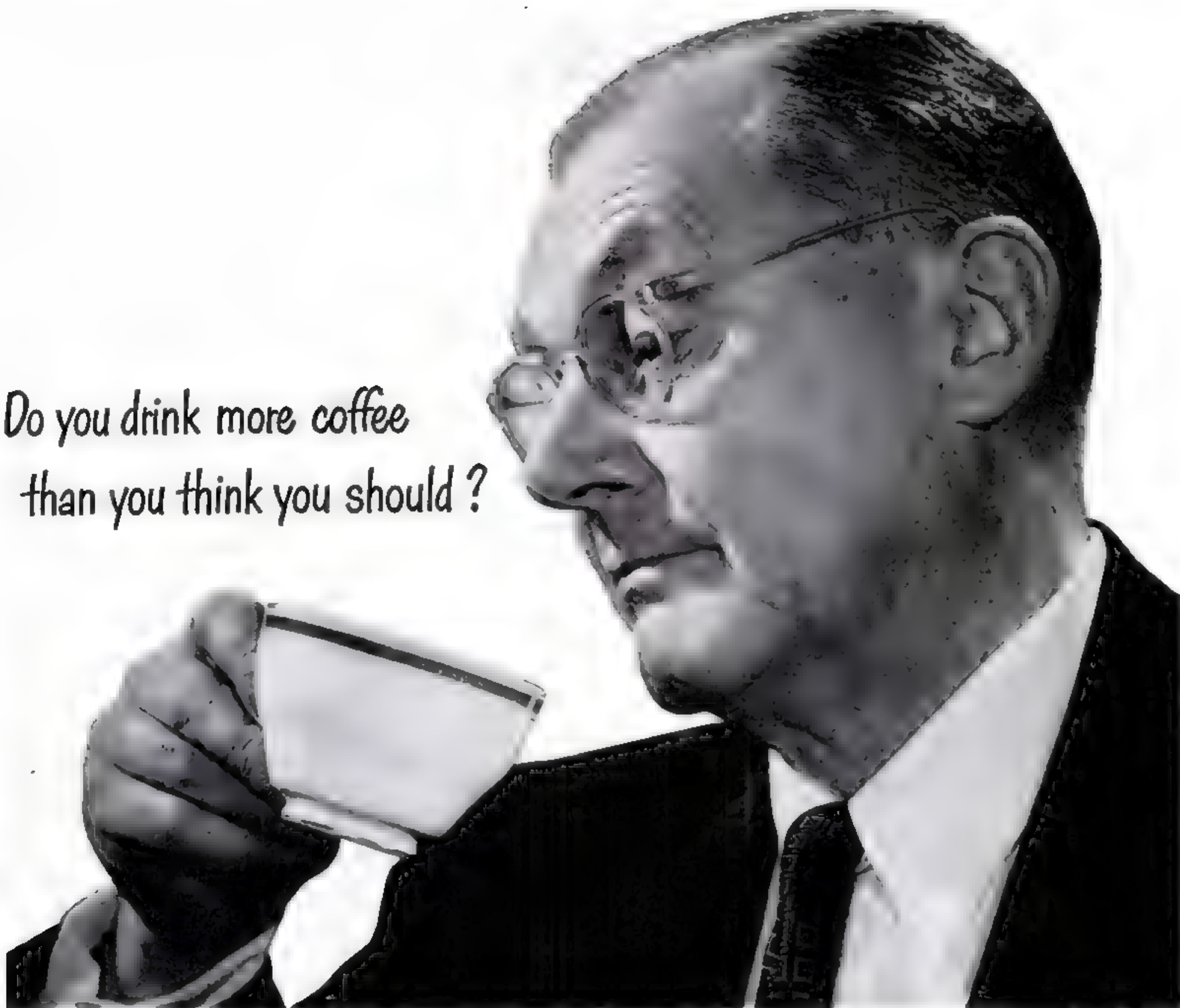
Whenever you change your oil  
... put in  
a quart of **SHALER**

**Rislone**

(2 quarts for larger cars). As you add oil,  
make every fourth quart RISLONE.



Do you drink more coffee  
than you think you should?



**I**F YOU'RE AS FOND OF COFFEE as most people are, you probably drink it every day.

And chances are, from time to time you ask yourself, "Am I drinking more coffee than I should?"

For much as you love coffee, you know what the caffeine in it can do to some people. How it can make them sleepless, nervous, irritable—and even *keep* them that way, sometimes for hours on end.

So when you, yourself, sleep poorly, or feel yourself getting tense and jittery, you start thinking about the coffee you drink. Perhaps you decide you really *must* drink less of this tempting beverage. Perhaps you even ask yourself if you shouldn't stop drinking coffee altogether.

Now . . . wouldn't it be wonderful if you could drink all the coffee you wanted without caffeine effect?

#### DRINK SANKA COFFEE

You *can't* Drink Sanka Coffee. Enjoy *real* coffee—

marvelous tasting coffee—and you can stop worrying!

For Sanka Coffee is *two* ways wonderful!

First of all, Sanka is delicious coffee. Rich and full-bodied, with the wonderful flavor—the satisfying, bracing cheer—that only *real* coffee can give you!

Second, Sanka Coffee is caffeine-free! And that means *worry-free*! You can drink all the Sanka Coffee you want—at breakfast, luncheon, dinner, or far into the night—without the slightest question about caffeine effect. For 97% of the caffeine has been removed from Sanka. It can't possibly keep you awake, or make you feel nervous or cross!

#### REAL COFFEE—97% CAFFEIN-FREE

But removing the caffeine doesn't detract a bit from Sanka's rich, full-bodied flavor, its tempting aroma. You still get the wonderful taste-goodness that only coffee can give you!

Start drinking Sanka tomorrow. It's real coffee, all coffee, grand coffee—so you have nothing to lose, and possibly a great deal to gain.

## Sanka Coffee

Real coffee with the worry taken out.  
Drink it and sleep!



Products of General Foods

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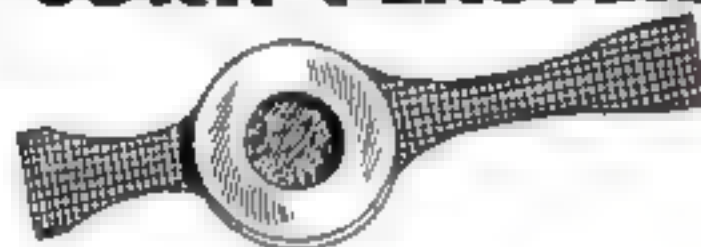
"I'm a Private Secretary..."



I can't AFFORD  
**CORNS,**  
can you?"

"Men just don't want me around when my corn twinges and sours my disposition. So in my business, I can't afford corns. Luckily, though, I've found that a..."

**BLUE-JAY  
CORN PLASTER**



**RELIEVES CORN PAIN**

Naturally, at the very first sign of a pesky corn, I apply a BLUE-JAY Corn Plaster. Instantly it relieves shoe-pressure pain. And what a wonderful thing it is...

**SOOTHING NUPERCALINE®**



Exclusive with BLUE-JAY, anesthetic Nupercaline soothes biting surface pain away. Then BLUE-JAY's gentle medication...

**LOOSENS HARD 'CORE'**

whose pressure causes harsh, nagging pain—you just lift it out in a few days! And BLUE-JAY is flesh-colored, waterproofed, too. A wonderful way to relieve corn pain — with BLUE-JAY! Free Booklet! "Your Feet and Your Health." Write Dept. LF3.



**STAYS ON**

**BECAUSE IT WRAPS ON**

REMOVE  
**CORNS**  
RELIEVE  
**CORN PAIN**  
with  
"AMERICA'S LARGEST  
SELLING  
CORN PLASTER"



**BLUE  
JAY**  
Corn Plasters

**BAUER & BLACK**

Division of The Kendall Company, Chicago 16



PEACOCK'S HIDING PLACE was in this tall tower in Taylor Hall. Here Helen Dobbs, one of the peacock's guards, has lunch sent up. Hiding place was doubly secure because Helen had used chair to block room's trap-door entrance.

**MOTHER!**

Be wise —  
give



## This Pleasant Laxative

Don't force your child to take a nasty-tasting laxative! Give him pleasant-tasting Ex-Lax — the dependable laxative many doctors use in their practice.

Children love its delicious chocolate taste. And Ex-Lax is easy on the system. It is effective in a gentle, comfortable way.

You can give your child Ex-Lax with confidence. It has been the favorite of millions of mothers for over 40 years. Still only 10¢.

**When Your Child has a COLD** ... and needs a laxative, give him easy-acting Ex-Lax. It works gently, comfortably and effectively.

**When Nature 'forgets'...  
remember**

**EX-LAX**

THE CHOCOLATED LAXATIVE

## I'M "STRONG" FOR CHEWING FOOD!



Crunchy-hard MILK-BONE DOG BISCUIT gives a dog the chewing exercise that helps keep teeth clean...make gums firm! And MILK-BONE DOG BISCUIT combines the foods dogs like best—the nutrients they're known to need! Baked for purity and easier digestibility...economical because it's concentrated food. Small, medium and large size biscuits. Feed it regularly!



MILK-BONE DOG BISCUIT contains nutrients your dog needs: Vitamins A, B, B<sub>2</sub>, D, and E...Meat Meal...Fish Liver Oil...Whole Wheat Flour...Minerals...Milk.

**NATIONAL BISCUIT COMPANY**



# 1949 GLO-COAT

## Brighter than ever... Better than any!



Kitchens from coast  
to coast show...

### A BRIGHTER GLOW

Almost twice the shine  
as before... and the true wax shine  
lasts almost twice as long!

### A LONGER-WEARING GLOW

Tough extra wax protection.  
Spilled things wipe up jiffy-quick without  
spotting or removing the wax finish.

### THAT'S QUICKER, EASIER TO APPLY!

Spreads more uniformly, goes  
farther. And Johnson's Glo-Coat shines  
itself without rubbing or buffing!



Your dealer now has  
new Johnson's Glo-Coat  
in the same familiar red  
and yellow container



\* All these advantages go to make  
1949 Glo-Coat the finest self polish-  
ing wax that you can buy! Glo-Coat  
has always been America's favorite,  
and this newly formulated product  
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you've ever tried before! Only John-  
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exciting new Glow... no other polish  
has this exclusive new blend of

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work-saving waxes. 1949 Glo-Coat  
glamorizes all kinds of floors...  
linoleum, rubber tile, asphalt tile,  
varnished wood. Just apply and let  
dry—no rubbing or buffing needed.



Every week, enjoy radio's  
brightest half hour:  
Fibber McGee & Molly,  
Tuesday evening, NBC—see  
your paper for local time

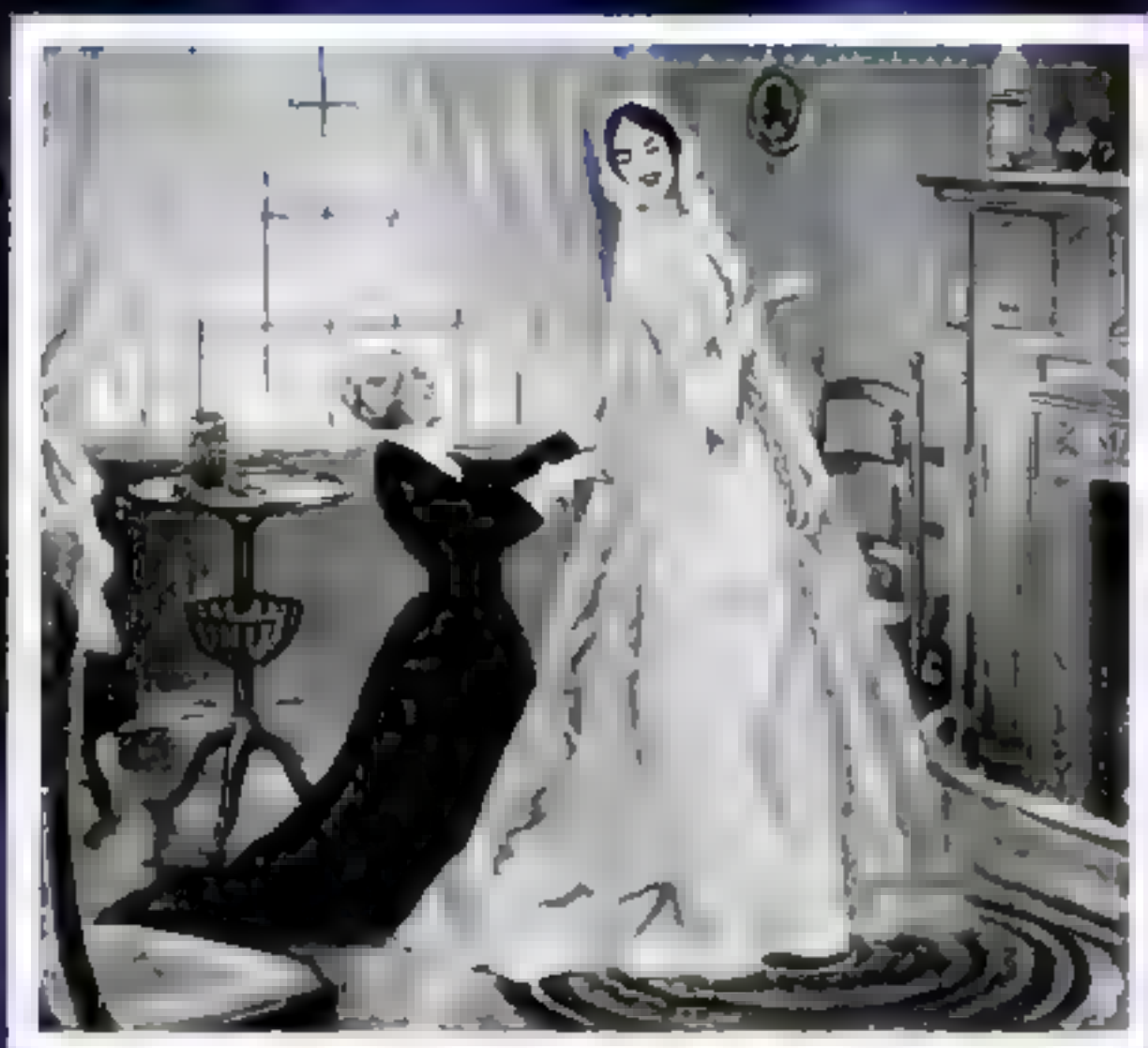
Outsells any other floor polish more than 2 to 1

Try it! You'll agree—there's a New Glow in Glo-Coat!

\*Johnson's and "Glo-Coat" are registered trademarks

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## It's still the thing to do...

Many a ship returned from China, in 1847, with bolts of snow-white satin to be fashioned into bridal gowns.

It's still the thing to wear white satin on your wedding day. A tradition, right and beautiful, like another observed for a century...



## It's still the thing to own...

For over 100 years, American brides have cherished 1847 Rogers Bros. above all other silverplate.

Today the patterns with the yearmark "1847" have an extra high, deep ornament and a perfection of finish usually found only in solid silver.

52-piece service for eight, \$64.75, with chest. No Federal tax. Same price as in 1945!

TUNE IN: THE ADVENTURES  
OF OZZIE AND HARRIET  
SUNDAY, 6:30 PM, E.S.T. NBC

1847 ROGERS BROS.  
for 101 years  
America's Finest Silverplate

ADORATION

FIRST LOVE

ETERNALLY YOURS

REMEMBRANCE







ON A BRIGHT SUNDAY MORNING IN SAIGON ANNAMITE LADIES IN NATIVE GOWNS PLAY AMONG THE PALMS OF A FRENCH GARDEN

# INDO-CHINA

## It is rich, beautiful colony which France may lose

PHOTOGRAPHS FOR LIFE BY JACK BIRNS

The three charming sisters playing polite peekaboo in the Saigon garden pictured above are the products and relics of a system which is dying around them. They are Indo-Chinese by birth, well-to-do subjects of France by colonial circumstance and more tranquil than most of their 27 million compatriots. The majority are in revolt against France, and Saigon is one of the few spots in the country where rebels are not in effective control.

The situation of the ladies in the garden is of more than passing interest. Their country, lying just south of China and east of Burma and Siam (*map, p. 106*), is not one Asiatic nation but five states, all mountainous, hot, thickly jungled and populous with tigers and elephants. At stake in the present

war are only three of the five—Tonkin, Annam and Cochin-China—which are locally thought of as a unit and called Viet-Nam or "land of the south."

Indo-China's plight crystallizes the whole question of empire in the 20th Century: does France, weak at home, have the right or capacity to rule 125 million Asiatics, Africans and Pacific Islanders? Most of the 21 million Annamite natives of the "land of the south" and their Communist leaders say "No," and France has not as yet produced a convincing rebuttal. Its colonial administration supports and dominates a loyal but shaky native government which has been no match for the Communist-led rebel Viet Minh (League for Independence). For more about Indo-China and its troubles see next nine pages.





PERCHED ON A FENCE BESIDE THE HOME STRETCH, ANNAMITE RAILBIRDS WATCH THE SUNDAY PONY RACES AT SAIGON RACE TRACK.



LE JAZZ HOT, played by an orchestra from Paris, inspires a pair of nightclub patrons to some serious dancing.



OPIUM SMOKERS seek escape on one of the melancholy wood benches of a Saigon "disintoxication clinic."

Opium is a monopoly of the French colonial administration in Indo-China and provides a large source of revenue.





THE PITH HELMETS ARE A SURE SIGN OF EUROPEAN INFLUENCE

## SAIGON STILL OFFERS CLUBS, RACING, OPIUM

The mark of France is upon Saigon, the principal city of Indo-China. Its shaded boulevards are graced impartially by Paris gowns and beggars' rags. Now it also bears the mark of war. White-capped Legionnaires, red-capped paratroopers, towering black Senegalese, Moroccans, Indians and sailors mingle with the 12,500 French residents who still behave as if 27 million Indo-Chinese existed only to serve the purposes and pursuits of colonialism. The whites say now that "Saigon belongs to the French in the day and Viet Minh at night." Curfew comes at 7 p.m., but by day the ponies still run (above). The handsome French club, Cercle Sportif Saigonnais, still offers champagne and swimming (right) to Europeans, "assimilated" Eurasians and a few wealthy Vietnamese who hold French citizenship. In the green parks native amahs hover over colonial small fry (right) whose mothers are partying. The nightclubs open early (far left), and the opium dens draw their usual clientele—natives and dissolute or thrill seeking foreigners. Over half of Saigon's population smokes opium. The wide-open "cliniques de désintoxication" supposedly sell diminishing doses to addicts seeking cures, but opium is available in unlimited quantities at about 30¢ in black-market piasters for six pipefuls. With opium revenue the government pays 20% of the cost of its troubled administration.

CONTINUED ON NEXT PAGE



PARIS FASHIONS include economical new swim suits worn by a French air force pilot and his girl friend (above) at the Cercle Sportif Saigonnais pool. Below: a well-starched colonial moppet digs in the Jardin de la Ville, a park near the French High Commissioner's palace, while amahs (native nurses) relax with other charges in the background.







IN THE SHADE OF THEIR BROAD BAMBOO HATS, COOLIES PLOD TOWARD CHINA'S BORDER AFTER MARKET DAY IN NORTHERN INDO-CHINA.

## COOLIES WORK AND DIE BUT PRODUCTION LAGS

From the Chinese border in the north (*above*) to the rubber forests of the south (*below*) the French must supply guards for every resource they want to save. This is costly, but the cost of rebel depredation is greater. Before World War II, Indo-China produced 60,000 tons of rubber a year—5% of the world's output. Last year it produced 3,000 tons. Only the largest plantations could afford to operate through the war. The jungle took over the smaller ones. Vines



**SABOTAGE** in Indo-China's war includes slashing trunks of rubber trees. It spoils production for years.



**CASUALTIES** of the war to save rubber are buried at Terres Rouges. Besides unknown coolies' (foreground), there are 60 soldiers' graves here.



**CHOW LINE** draws the native and French troops of plantation guard at Terres Rouges.





OVER THIS SAME ROUTE VIET MINH REBELS RECEIVE SOME SUPPLIES OF WEAPONS AND AMMUNITION FROM THE CHINESE COMMUNISTS

crawled over the sore bark of tree trunks slashed by rebel raiders. Once slashed, a rubber tree must grow a new bark before the latex can be tapped again.

The big planters who carry on, like the Société des Plantations des Terres Rouges (*below*), do it the expensive way. Terres Rouges, which owns about 100,000 acres of rubber estates, moves key personnel in three private airplanes. Its trucks go in convoy to and from Saigon, 60 miles south, with government

troops and company guards patrolling ahead to protect them. Rubber losses are pyramided in other products. Indo-China once grew 8% of the world's rice and exported 1½ million tons annually. Last year it exported less than 200,000 tons. Annual exports of all products once totaled nearly four million tons. Last year they totaled less than 400,000 tons. France's Socialist minister Paul Ramadier had these facts in mind when he said recently, "We should leave on tiptoe."



A 120-man garrison, including 50 Europeans, patrols this estate 60 miles outside of Saigon.



DRYING CREPE ends the first stage in rubber-making process. These elastic latex blankets are a prime source of Indo-China's colonial wealth.



FRENCH LOOK travels with a plantation guard whose tattoos show butterflies, roses and girl friend.





**SENTRY TREE** near the northern city of Hanoi gives one French outpost a broad view of guerrilla movements in countryside. A Viet Minh stronghold is 11 miles away.

## INDO-CHINA CONTINUED



**FRENCH COMMANDER**, General Roger Blaizot, indicates rebel tree. He spots, in the southern province of Cochinchina, where guerrillas have burned many plantations.

## THE FRENCH ARE LOSING A TOUGH, TRICKY FIGHT



**FRONTIER** town of Dong-Dang, south of China border, was entry point for Jap army in September 1940. American isolationists cracked, "We'll die for dear old Dong-Dang."





**FRENCH PROPAGANDA** poster on a Saigon wall shows ex-Emperor Bao Dai (left) and President Nguyen Van Xuan. Sign says, "unity of the people, national prosperity."

After two years of war the Saigon newspaper *Union Française* conceded recently, "No progress whatsoever has been made . . . the situation is getting worse." With 110,000 troops committed, France has spent \$800 million to sustain a losing battle against 150,000 rebels. Isolated outposts (left and below) and odd recruits (right) have not helped very much. The remaining hope is that by restoring ex-Emperor Bao Dai (above) France will regain Annamite loyalty.

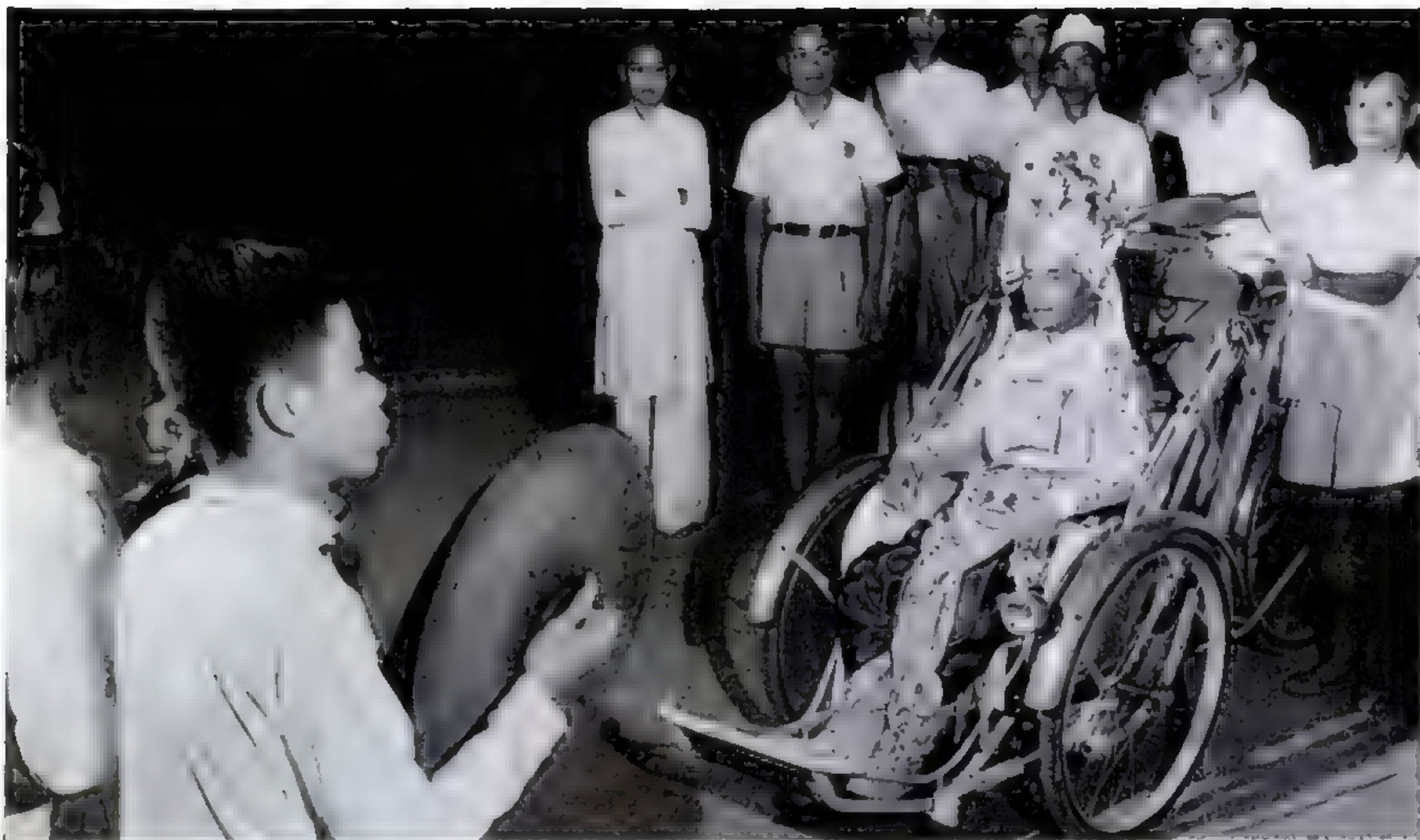


**GUARD TOWER** on a highway leading to Saigon is manned by Cambodian soldiers armed with an 8 mm Hotchkiss machine gun and a British rifle. Bullock carts haul rice.



**"THE PIRATE,"** 49-year-old Tran Dang Mun, lifts his sword in token of a shift of allegiance. A professional bandit, he and his 25 Annamite troops have joined the French.





INDO-CHINA'S PRO-FRENCH CAODAIST POPE, HO PHAP II, STARTS HOME IN THE PAPAL TRICYCLE AFTER MIDNIGHT MASS IN SAIGON



HOA HAO WOMEN TRAIN FOR JUNGLE WAR

## RELIGIOUS CULTS ARE MILITANT

France's firmest native support in the Indo-China war comes from two young religious cults which combine a vigorous militarism with their own variations on Confucianism, Taoism, Christianity and Buddhism, the predominant religion of the country. Both are part of the Vietnamese National Rally. One sect, the Hoa Hao (Wha How), has two platoons of saber-swinging women (*left*) among its 2,000 warriors. Credulous coolies believe that the Hoa Haos eat the flesh of their enemies. The other is a vegetarian cult, and more important. It is the 22-

year-old Cao Dai (Cow Die) church, which has a well-trained army of 4,500 troops and a gaudy ritual (*opposite*). The 250,000 Caodaists are not Christians, but they call their church head "pope" and worship an omnipotent, "all-seeing" God of their own conceiving. Their pope is chain-smoking Ho Phap II (*above and below*), formerly a Saigon customs clerk. He is gambling his future on French victory. Anything less than victory now might suggest to Ho Phap's people that the chief priest of their all-seeing God is himself a man of very faulty vision.



CAODAIST POPE begins mass on throne surrounded by serpents representing sin.



RAISED SWORD suggests creation to Caodaist worshipers as ritual continues.



HORIZONTAL SWORD portrays harmonious living, a basic Caodaist tenet.



SWORD DOWN means that all living things must be cherished and preserved.

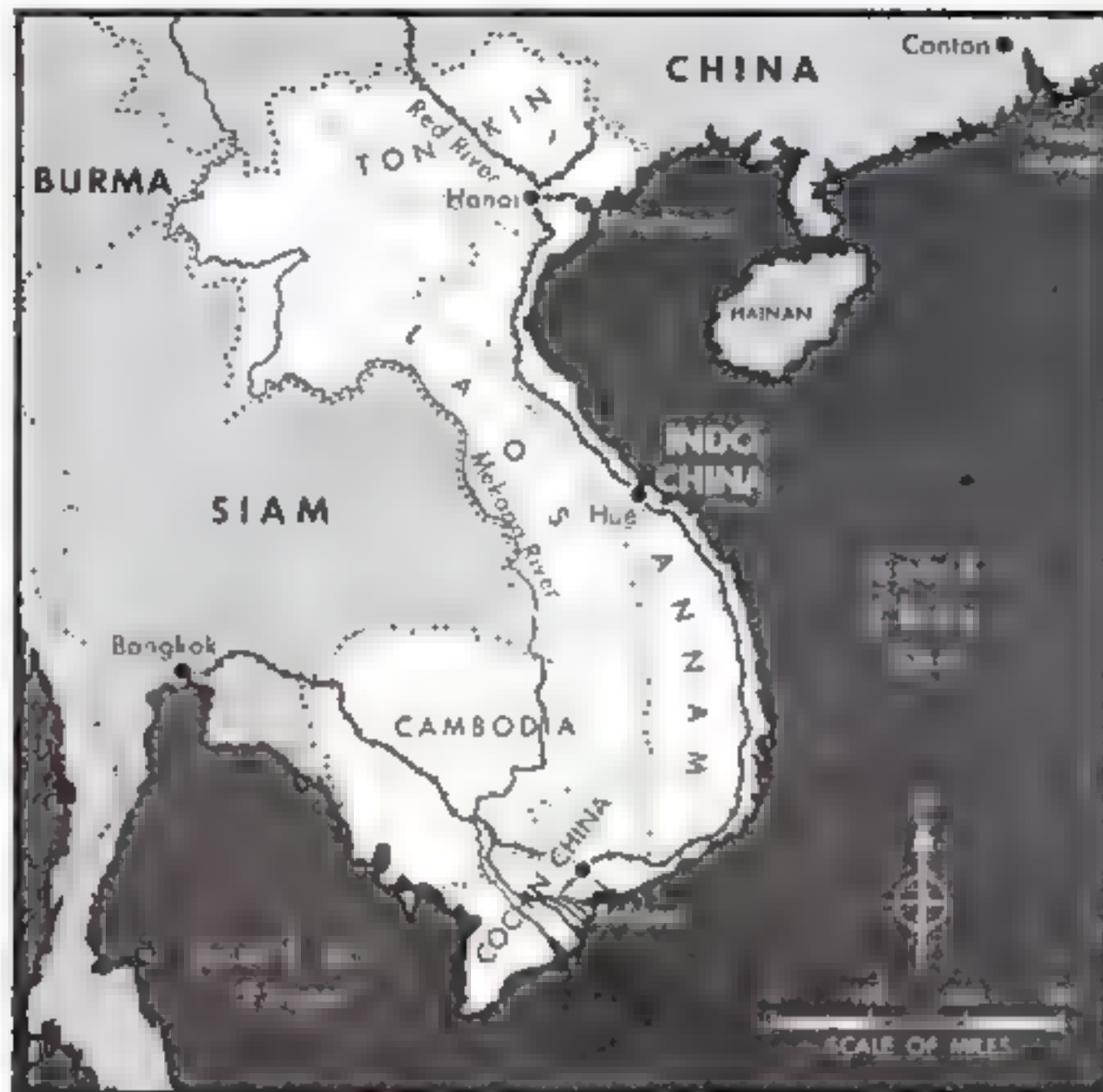




INDO-CHINESE PRIESTS SAY CAODAIST MASS  
IN AN ORATORY EMBELLISHED WITH SNAKES

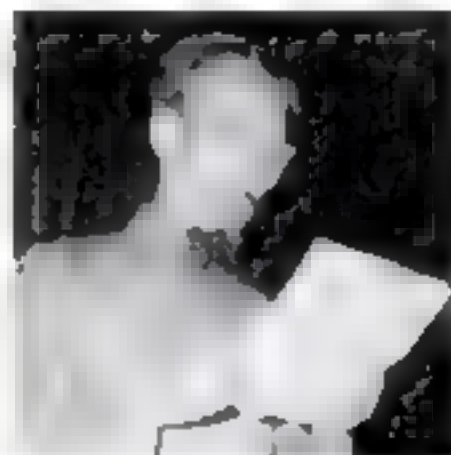
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MAP SHOWS INDO-CHINA'S 5 STATES AND ITS NEIGHBORS

## NATIONALISM STIRS FIRES OF REBELLION



HO CHI MINH

France built Indo-China by pulling together five Asiatic states (map) in the last half of the 19th Century when the doctrine of imperialism was still respectable. It was not the march of 20th Century liberalism but Japan that did most to discredit Western imperialism in Asia and to bring France to its present pass in Indo-China.

Whatever its sins, Japan profoundly altered the Far Eastern scene with its supranationalist doctrine of "Asia for the Asiatics." Britain and the U.S. countered the aftereffects by giving independence to India and the Philippines—both now examples of Asiatic amity toward the West. France showed less statesmanship and understanding. Like the Netherlands in Indonesia, it tried to restore an unprogressive colonialism in Indo-China and water it down if necessary by making expedient native political deals. The result was civil war.

In August 1945 the Japanese forces which had walked into Indo-China five years earlier gave the country back—not to France but to the natives. Postwar France was too weak to repossess the country and got it partly back only with the help of British and Chinese troops. Vast supplies of Japanese arms already had gone to the Communist-led Viet Minh, which proceeded to found the well-armed "Democratic Republic of Viet-Nam" and challenge French supremacy.

Viet Minh's leader is a lean, scraggly-bearded Annamite named Ho Chi Minh who is sometimes called Indo-China's Nehru. His Annamite following admires his burning nationalism more than his Moscow education. Another of his assets has been the shortsighted, complacent attitude of the French colonial administration: one prewar budget allocated 40 million piasters (\$8 million) to pay 5,000 French officials and only 15 million to pay 30,000 Indo-Chinese civil servants.

Against Ho Chi Minh, France last year stacked a native government headed by Paris-educated General Nguyen Van Xuan (pronounced Nwin Van Swen), who is too French to please the Annamites—they observe that he has difficulty with the native tongue. More recently France has been wooing the plump ex-Emperor Bao-Dai of Annam, a playboy exile now in Paris, who gave up his gilt and teakwood palace in 1945 after ruling under the Japanese. But even Bao-Dai feels some nationalism and will not gladly return without French concessions to talk about. At best he is no more than another expedient. Meanwhile the decay of empire continues to widen the Communist opportunity. The West's interest is somehow to make sure that more of Asia does not decide that the only way to native independence is the Communist way.



THE  
**AMERICAN  
GIRL  
SHOE**

Launches  
**NAVY**

\$6.95 - \$7.95

Slightly high—Dress—west



COZY



CASCADE



SELMA

TODAY—MORE THAN EVER—  
AMERICA'S STANDARD OF VALUE  
AMERICAN GIRL SHOE CO., 120 Kingston St., Boston, Mass.  
Division Consolidated National Shoe Corp.

For the PARKER "51" Pen only

PARKER

**Super chrome**  
the new  
super-permanent  
writing fluid that lets you

*Write dry*

WITH WET INK

Product of 17 years' research!  
Dries as you write—by vertical  
penetration. Superchrome is 11  
times more resistant to fading  
than Government standards re-  
quire. Five tropic-bright colors.



*Fit for a Queen*

Famous for fine mesh,  
perfect fit and exact hair shades



**Royalty**  
HAIR NETS

DU PONT NYLON • HUMAN HAIR • SILK • RAYON

Made by  
the makers  
of Marlin  
Guns

**Marlin Blades**

America's best shaving buy

single or double edge

12 for 25¢

EAT LIKE CANDY  
**TUMS**  
STOMACH DISTRESS  
**for the tummy**

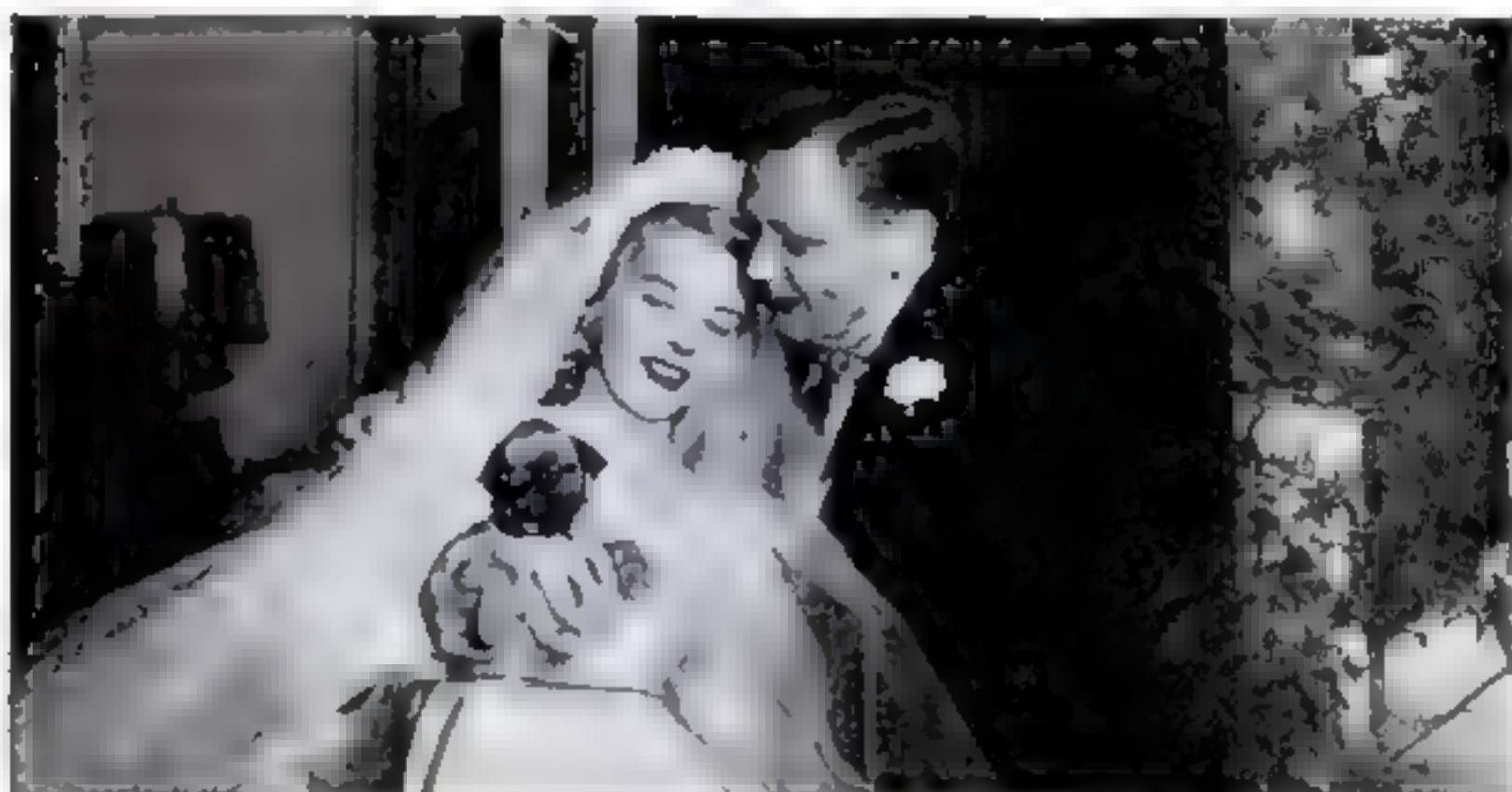
For the finished touch in fashion  
wear gold-filled jewelry by  
Write for  
Free Booklet  
**LUSTERN**  
"Gold-Filled  
Treasures"  
Louis I. Stern company manufacturer



# Long Island Wedding! Bermuda Honeymoon!



**Wedding Bells Chime**—sweet harmony as Frances Louise Ward weds piano-beir Charles Kohler White in St. Aloysius Church, Great Neck, Long Island. Charles beams his pride—Frances looks luscious. Her cream-smooth complexion? Ah, that's Woodbury's beauty trick!



**Who's cuddling who?** That handful of Boxer puppy-appeal can't distract Charles—his eyes fasten on Frances' soft-skin-appeal. See, girls... Woodbury-skin holds a man's eyes on you—alone!

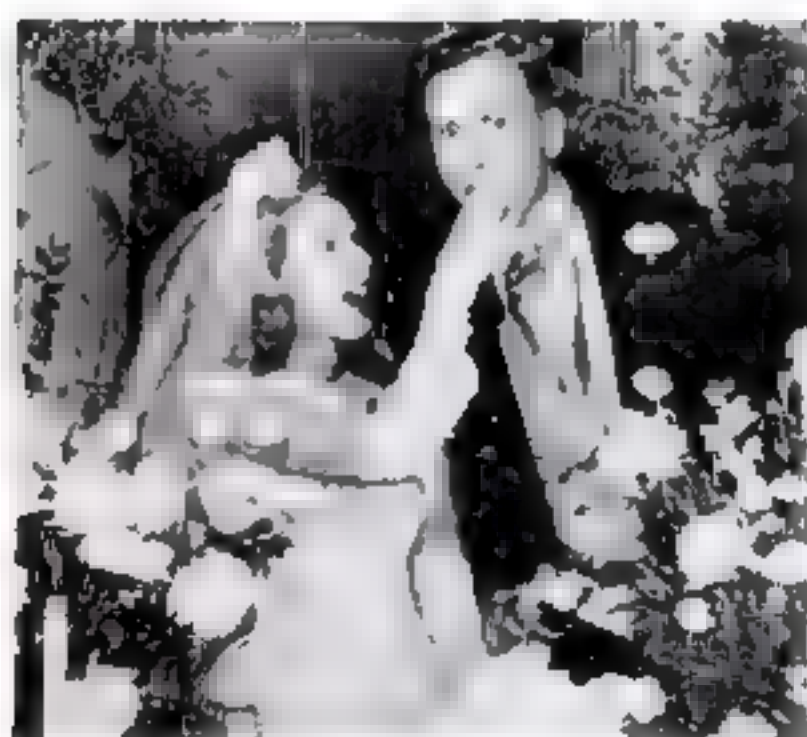


**Bermuda daze!** "I've been in a daze," chuckles Charles, "since Frances danced into my life!" Courtship kept him hopping. Yale! New York! Carolina plantation!



**"Becoming, I'm sure!"** laughs Frances. Always becoming—skin smoothed by Woodbury, made with beauty-cream ingredient.

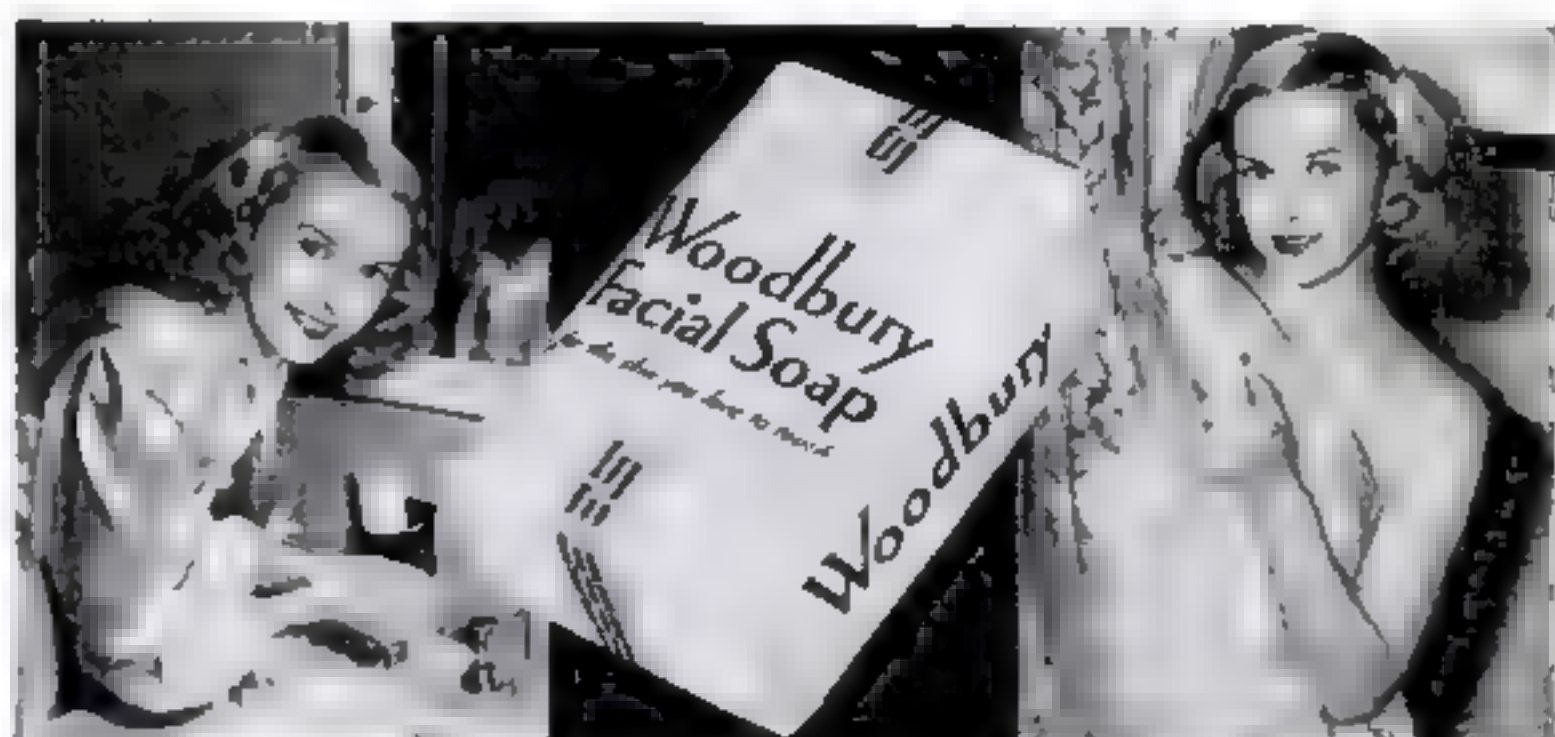
...for another Woodbury Deb



**Why so alarmed, Charles?** It'll taste as sweet as Frances looks! Smart Frances, she knows secret of sweet-to-kiss skin is—Woodbury. True beauty soap, made by skin specialists. Made extra-mild.



**Crowning touch!** Last minute dressing that began—on Lohengrin Day as always—with Frances' Woodbury Facial Cocktail. "So my skin would look satiny, too!"



**"Cream up rich lather,"** she shows you. "Massage thoroughly feel how gentle! After rinses, skin's a sparkle."

**For the skin you love to touch.** Marrying debs know, it's extra-mild Woodbury Facial Soap. Coaxes fresher beauty.

**Beauty-Cream lather...** for a beauty complexion all over! Now Woodbury in two sizes, facial and big new bath-size.

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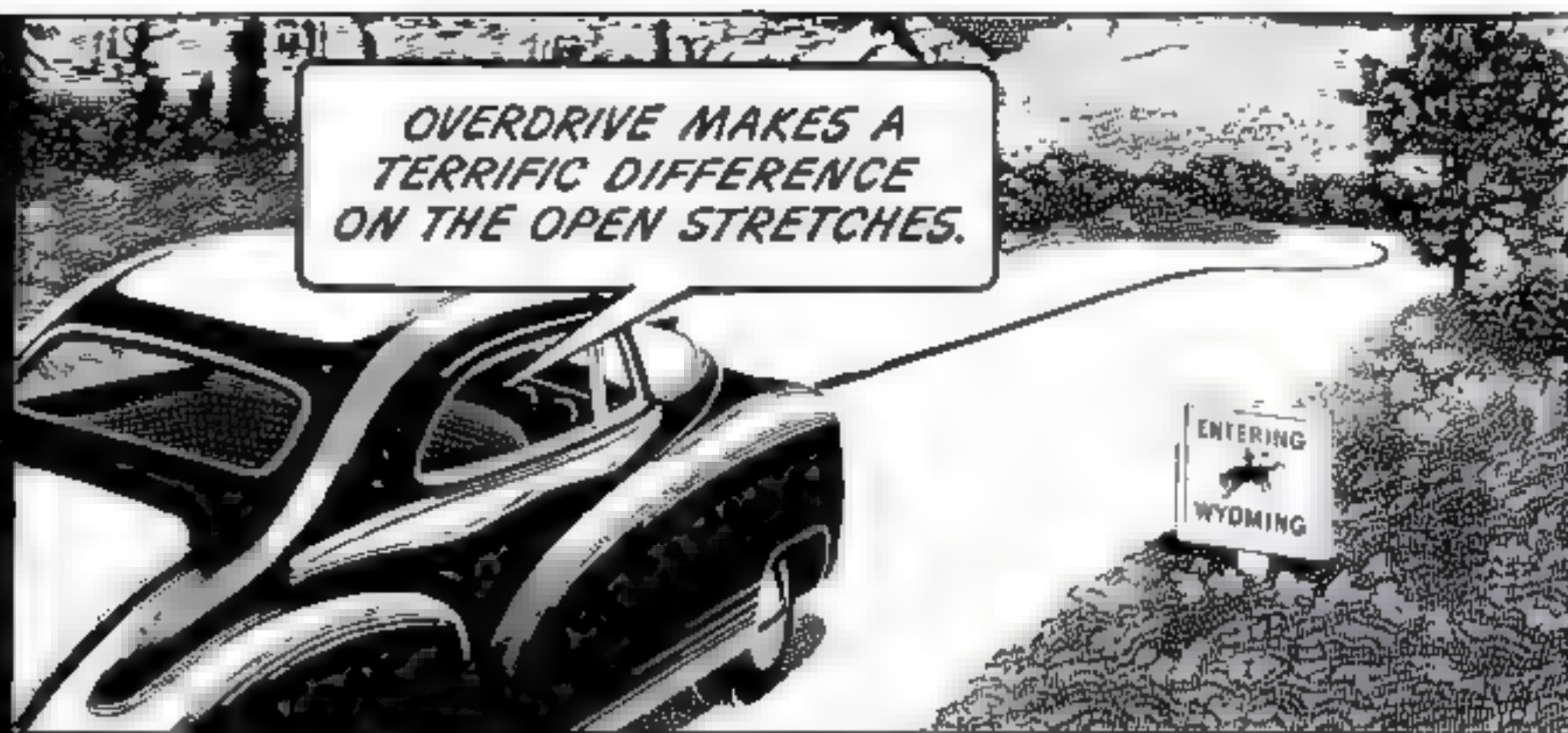


**"MY MILLION  
MILES HAVE  
PROVED DRIVING'S  
EASIER and CHEAPER  
WITH  
B-W OVERDRIVE!"**

...says MR. WALLACE ALLRED,  
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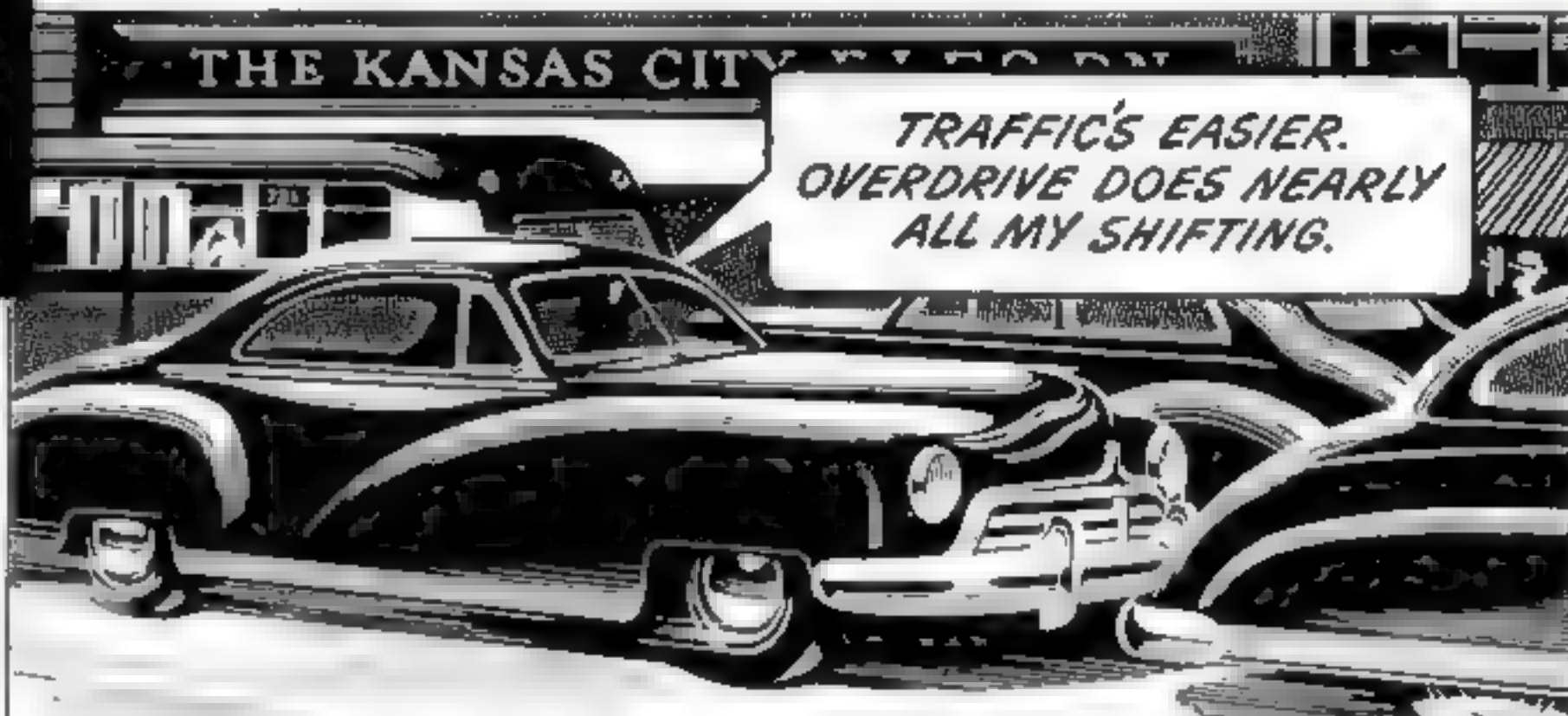


Mr. Allred, directing activities in several states for a well-known insurance company, today is driving his eighth car equipped with B-W Automatic Overdrive. Few can better appreciate overdrive's many advantages. This advance-type transmission provides extra gear ratios . . . gives the desired speed with far less engine effort. Built by B-W's Warner Gear Division, overdrive is offered on new cars of 11 leading makes.



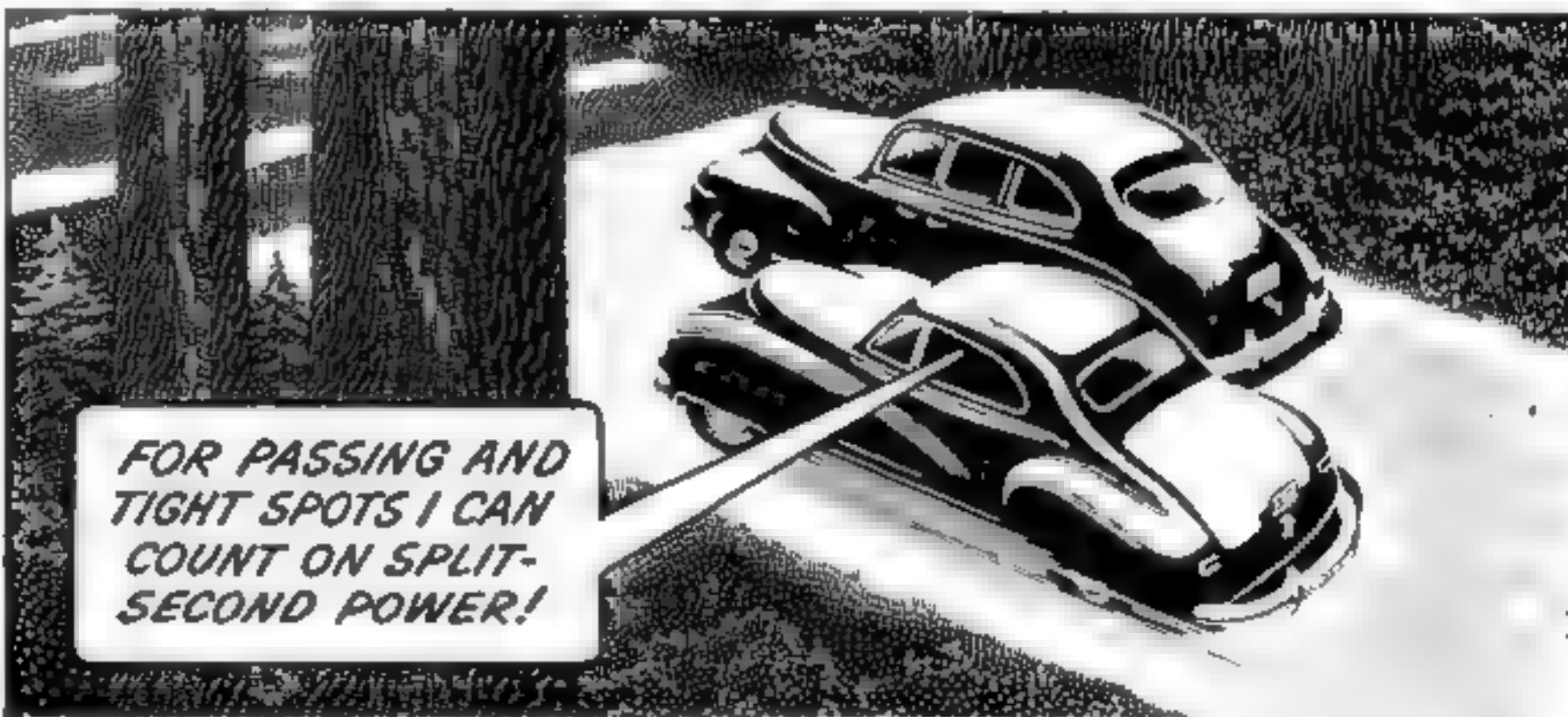
**OVERDRIVE MAKES A  
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"I really save gas! Out of 6000 miles I drive every month, about 1400 actually are free. The overdrive, cutting in when I gain speed, slows the engine. Driving 50, for instance, my engine does only 35. That gets rid of nerve-wearing engine noise, too."



**TRAFFIC'S EASIER.  
OVERDRIVE DOES NEARLY  
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"Once I'm in second—I stay there. Soon's I pick up, my car shifts itself into overdrive second. That's about the same as third. When I slow down, regular second cuts in again. Except at stops, I don't touch the clutch. Driving's certainly lots easier this way."



"I always feel secure! The instant I push hard on the gas, I'm in direct drive and out ahead. Then, automatically, I'm back in overdrive again. For my money, it sure improves driving. And on every car I've had, B-W Overdrive has paid for itself in about 20,000 miles."

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IN HIS AWKWARD BUT FRIENDLY AND EFFECTIVE STYLE, WILLIAMS WINS SOME MORE FRIENDS AT A UNION MEETING

## "Soapy" Williams

The patrician governor of Michigan is labor's fair-haired boy

by ROBERT WALLACE

**I**N Michigan last month, when it was time for the victorious Democrats to hold their state convention in Grand Rapids, observers of political weather detected a great low-pressure area building up over the Great Lakes region. This was caused by a million people who had simultaneously sucked in their breath and held it.

With state elections coming up on April 4, Michiganders were interested in finding out whom the Democrats were going to nominate for highway commissioner, for superintendent of public instruction and so on. But this, since it happens every two years, was not the reason for the breath-holding. The big question was: What was Michigan's brand-new governor, G. Mennen ("Soapy") Williams (*above*), going to do?

Repeatedly during his campaign Williams had talked about returning the government to "the little people," specifically to labor. He had pitched his speeches and his promises at union members and minority groups, at the automobile workers and furniture makers, at the small farmers of the backwoods and the Poles of Hamtramck. Now, five weeks after Williams' inauguration, it was time to see whether he meant what he had said.

The pay-off came just as Williams said it would. He sat smiling on the sidelines at Grand Rapids, seemingly unconcerned with the proceedings on the convention floor. The man who did the talking was August Scholle, president of the state C.I.O. council, and the men who got the nominations were the C.I.O.'s men. But it was Williams' promise of a "labor





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MOST WIDELY ACCEPTED CHEQUES IN THE WORLD!



**BOW TIE ON SON** Cory, aged 7, is an indication that at the moment he is in accord with his father. When he is angry, he defiantly wears four-in-hand.

## SOAPY WILLIAMS CONTINUED

government" that was fulfilled. If this came as a surprise to Michiganders—and especially to Michigan Republicans—it was because they had not yet absorbed the meaning of the larger surprise Williams gave them four months ago.

The night of Nov. 2 in Grosse Pointe, the wealthy Republican suburb of Detroit where the Fords live, was not noisy. But there were numerous little sounds of outrage such as might be heard at midnight in a henhouse where the chickens are awake and irritable. Beside many radios turned low the Republicans listened to the bad news. In one small section called Grosse Pointe Farms the window curtains constantly stirred. The citizens were at their observation posts, scouting the lone house in their neighborhood that was bright with lights and merry with celebration and which had a mortgage on it. It was Williams' house.

Inside the house a bellowing herd of people were whooping it up. They were not the kind of people usually seen in Grosse Pointe. A few were Negroes, and many seemed to be what the watchers at the windows called "union men of some sort." Circulating in the crowd, pausing now and then so that his friends could reach up to thump his broad back, was Williams himself, a huge individual with a hun-



**BOW TIE ON PAGE BOY** Phillip Rathbun is a silent tribute to the Governor. Lately some adult politicians have also changed their style of neckwear.

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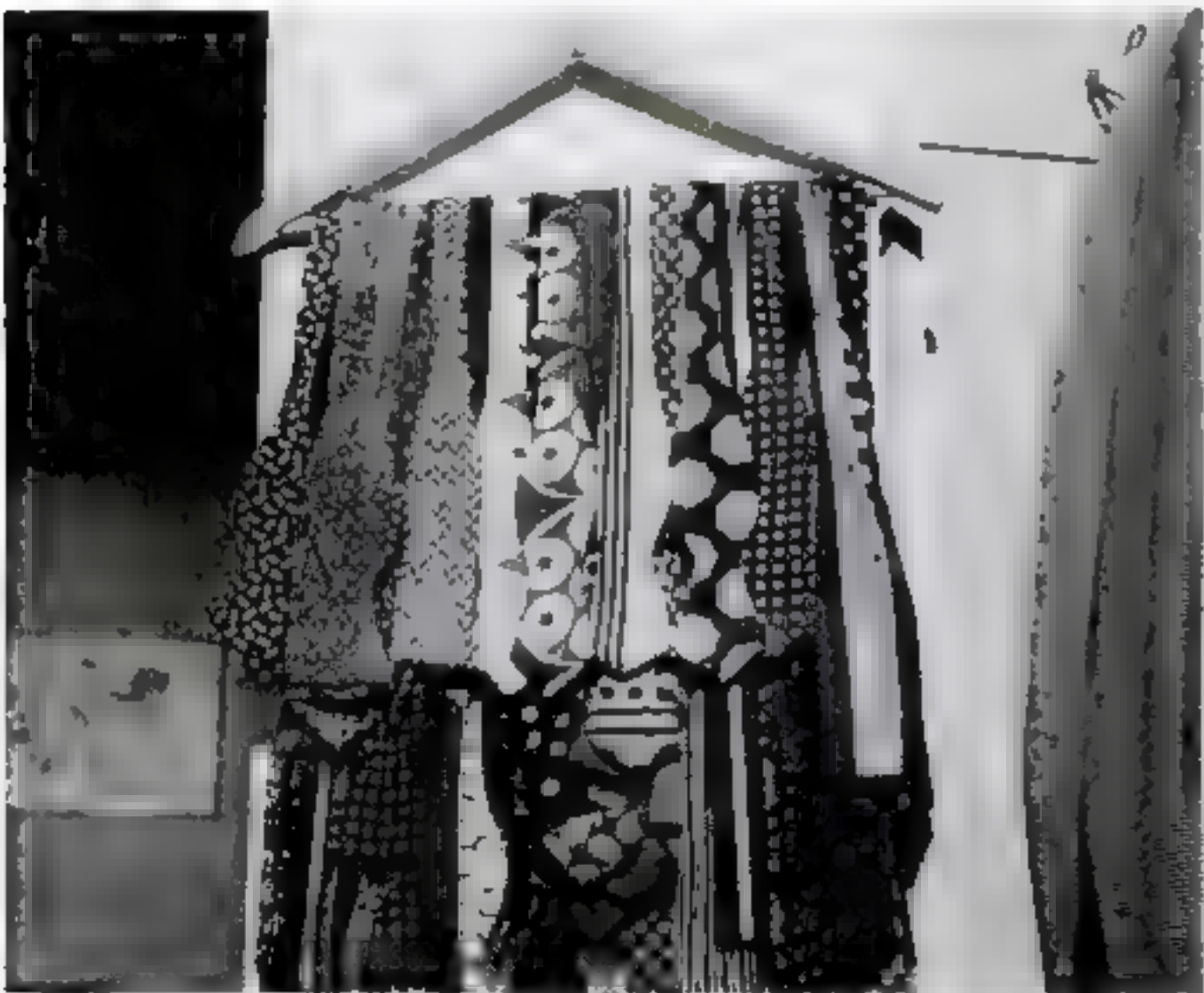
**BOW TIE ON GOVERNOR** assumes a weatherbeaten look as he dictates in his office late at night. His voice is said to be capable of piercing a brick wall.

gry grin. He was 6 feet 3½ inches tall. He had short, coarse black hair and wore, as always, a bow tie. He spoke in a loud twanging voice, did not smoke and drank sparingly of champagne.

As dawn passed, the blaring radio made it clear that G. Mennen Williams had been elected governor of Michigan. That was almost more than the Republican watchers at the windows could bear. They drew their curtains and retired, mumbling variations of King Lear's line, "How sharper than a serpent's tooth it is to have a thankless child." Williams had been one of their own. They had nurtured him, waltzed with him at Miss Annie Foster's school of the dance, called him "Soapy" for many years. They had even smiled indulgently at his youthful Democratic leanings. But, as one of them said, "He had no goddam right to get himself elected governor."

During his campaign Williams often began his speeches with "I was brought up in the Republican tradition, and I know all about that," in the tone of a convert at a revival meeting. This was a large understatement. Williams was born in Detroit in 1911 into a family which had made its mark long before the V-8 engine was conceived and which therefore stood socially a cut above the car makers. His grandfather, in whose honor he was christened, was Gerhardt Mennen, who made a fortune in shaving soap and talcum powder. His father, Henry P. Williams, was an attorney and pickle manufac-

CONTINUED ON NEXT PAGE



**BOW TIES IN CLOSET** in Williams' house are far from conservative. He picked out one of the quietest ones (polka-dot tie at right) for his inauguration.

## "Hope, Hope, Hope it's GRO-PUP"



They can't help yearning for Gro-Pup Ribbon . . . can't help wanting a heaping dish of this "smackin' good" food!

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Make your dog happy tomorrow with this veterinary-approved food. It's the *only* Ribbon-type dog food available!

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*It's Smackin' Good... it's Kellogg's*

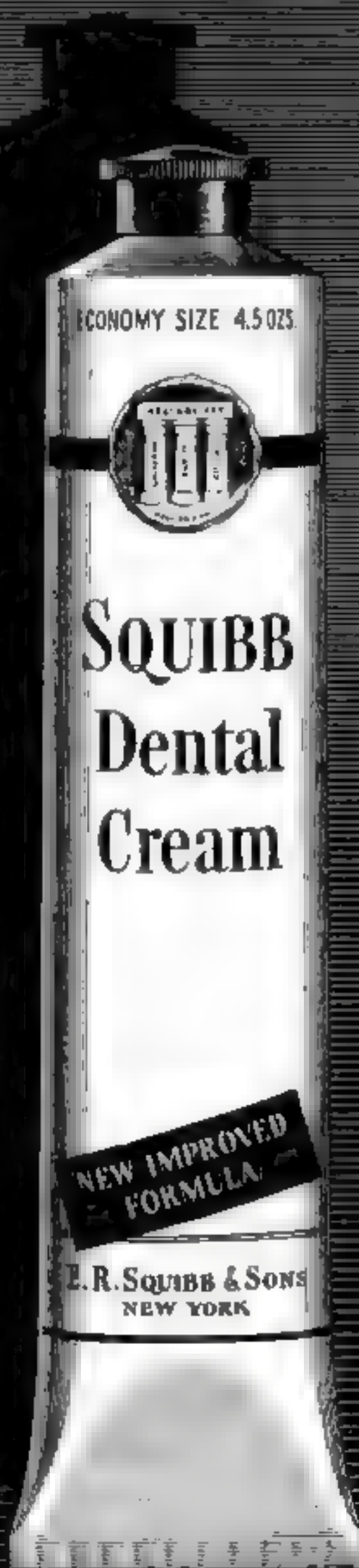


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action of magnesium hydroxide

real peppermint for taste and breath

better penetration between teeth



The priceless ingredient of every product  
is the honor and integrity of its maker.



**DOING THE LAUNDRY** in the basement of her rented house, Mrs. Williams sorts pieces to go into the Bendix washer. She sends out only large items.

### SOAPY WILLIAMS CONTINUED

turer, no relative of the Williamses who make shaving cream too, but by no means a candidate for the poorhouse. At a tender age and for plain reasons young Soapy picked up his nickname. (His two young brothers were briefly called "Lather" and "Suds" but shook off the titles with age.)

Until Williams' 22nd or 23rd year he did just what was expected of a young man with such a background. At some time—he does not recall when—he became a Democrat. But this was a gradual change and not accompanied, as some of his Republican friends suspect, by a flash of fire and the odor of brimstone. It just happened.

Soapy prepared for college at Salisbury, in Connecticut, and in 1929 he entered Princeton. There he first began to show signs of having, in addition to his personal charm and evident sincerity, another great political asset—a facility for being underestimated. Most of his classmates thought of him only as an affable, sleepy young man, but when the Phi Beta Kappa list was posted, there stood Soapy's name. As a senior in 1933 he held another office which he recalls now with chagrin. He was president of Princeton's Young Republican Club.

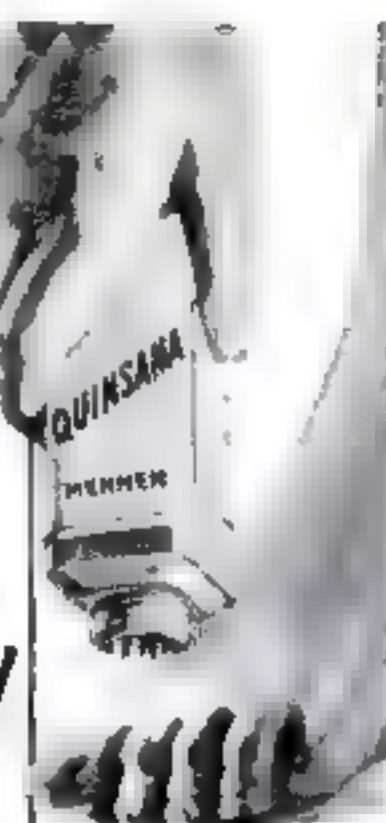
In 1936 Williams received a law degree from the University of Michigan. By then he was far gone on his Democratic way. He was a friend and protégé of Frank Murphy, a Roosevelt Democrat who in 1937 became governor of Michigan. In 1938 Murphy summoned 27-year-old Williams to Lansing to be an assistant attorney general and Soapy commenced his political honeymoon. The year before

CONTINUED ON PAGE 115



**DRESSED TO GO OUT**, Mrs. Williams casts an eye over his tuxedo before a party. An absent-minded dresser, he often tugs his tie into a hopeless mess.

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Relief  
for  
Burning  
Tired Feet!*



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Just pour a small amount of wax-rich Bruce Floor Cleaner on the wood or linoleum. Then slide the Doozit back and forth to loosen the dirt and erase spots and marks.



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*to bring the wonders of waterless cooking to your kitchen . . . at a big saving!*

Now's your chance to learn the wonders of the Club way of cooking—the low-heat "waterless" way that flavors and re-flavors the food as it cooks. How Club keeps the garden-fresh flavor of vegetables and fruits. How Club saves their health-giving vitamins and minerals. How Club roasts meat on top the stove, keeps your kitchen cool and saves on fuel. Now you can cook *all* your food this famous "Full-Flavor" way, with the all-purpose 8-piece "Dream Kitchen" set of Club Aluminum waterless cookware.

This is the famous cookware that used to be sold through home demonstrations for more than *double* today's prices. All pieces come with Club's famous hammered "jewelry-store" finish.

A wonderful gift set for a young homemaker.  
A wonderful set in your own kitchen.  
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# 8-piece "Dream Kitchen" Set

for only **\$24<sup>95</sup>**  
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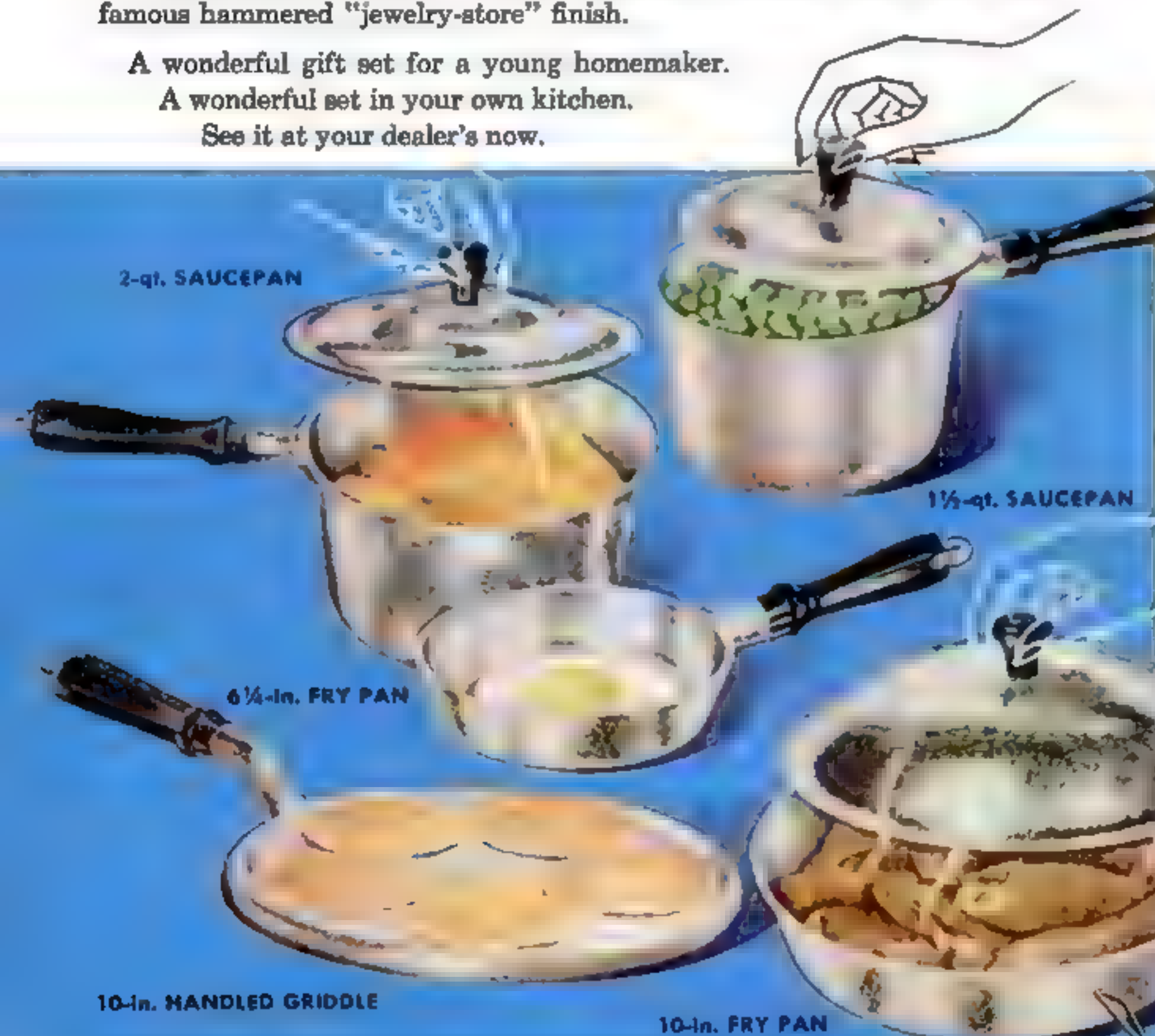
This set gives you the utensils you need to do *all* your cooking the Club "Full-Flavor" way—even to roasting and baking—right on top of your stove. And at a real saving, too. Your "Dream Kitchen" Set is at your dealer's now.

**All this for only \$24.95**

1½-qt. Covered Saucepan (Cover fits 6¼-in. Fry Pan, too)	\$3.45
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10-in. DOMED COVER (Fits 10-in. Fry Pan and Griddle as left)

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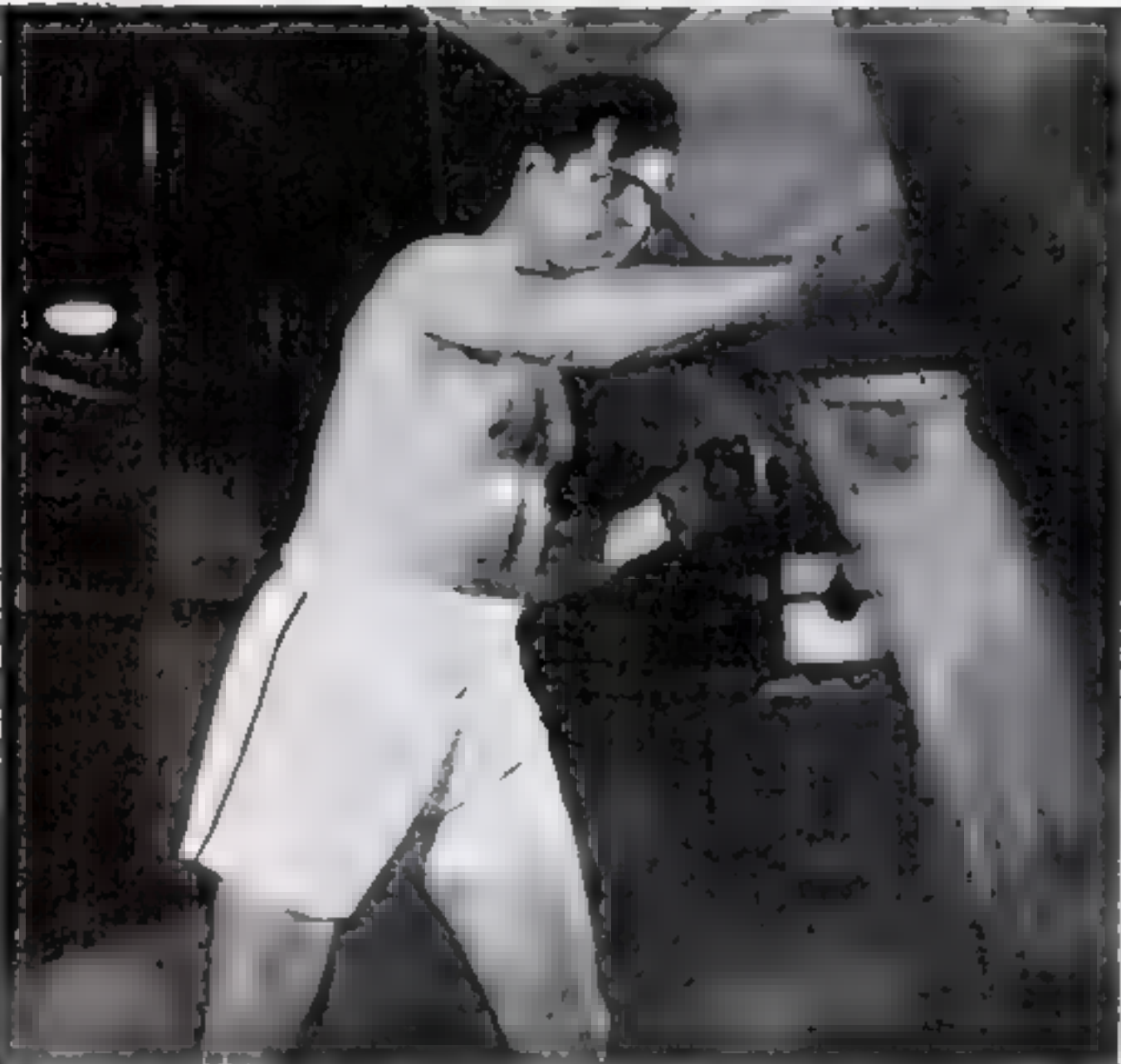
Dutch oven cover fits fry pan, giving the set four-piece utility.



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IN THE GYMNASIUM at the state college in East Lansing, 225-pound Williams takes one of his frequent workouts to check onset of muscle atrophy.

SOAPY WILLIAMS CONTINUED

he had married a young lady of Ypsilanti, Miss Nancy Lace Quirk, whom he had met on a blind date while pursuing the law. Miss Quirk's family, like his own, was well-to-do, socially prominent and arch-Republican. The elder Quirks and Williamses looked fondly on the newlyweds and were sure that Soapy's little affair with the Democrats, and Nancy's apparent willingness to tolerate it, would harmlessly pass away.

In those times Williams commenced to wear bow ties constantly, partly through preference and partly because of one bitter experience. Full of eagerness and anxious to please, the newlyweds invited Governor Murphy and a handful of other notables to dine in their small apartment. On the night of the party the air was heavy with dignity, and Soapy began to feel that an assistant attorney general is, after all, a man of some importance. But as he sat down to dinner, beaming at his guests, he lowered his four-in-hand into a plate of soup.

When Frank Murphy went to Washington to become U.S. Attorney General in 1940, he took Soapy along as his executive assistant. But within two years Murphy was an associate justice of the Supreme Court and Williams was an intelligence officer on an aircraft carrier in the Pacific. He served thus for four years and was released in 1946 with the rank of lieutenant commander, 10 battle stars, a Presidential Unit Citation and the Legion of Merit.

Back in Grosse Pointe with his decorations, Williams took up the law and soon became a partner in the Detroit firm of Griffiths, Williams & Griffiths. However after a few months of work he was back in politics again. Michigan's Republican governor, compelled by law to appoint at least one Democrat to the three-man state liquor commission, picked Soapy.


CONTINUED ON NEXT PAGE



AT HOME—he frequently drives over from the capitol for lunch—Williams tries to keep on working and still spend some time with his wife and children.



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YOUNG-FEELING  
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WISTFUL SECRETARIES in the Governor's antechamber stare admiringly whenever he emerges with a handful of work. Williams got a great number

## SOAPY WILLIAMS CONTINUED

Williams took up his job with zest. He visited every one of Michigan's 101 state stores, where state-purchased liquor is distributed to wholesalers and retailers. He learned to call 101 managers and numberless assistants by their first names. Sometimes he put on an apron and rooted around behind counters to learn the bartenders' point of view. Once, because he was concerned about sales of liquor to minors, he wandered into a juke joint and said to the waitresses, "Just how do you know your customers are over 21?" They tickled his handsome chin and replied, "Are you crazy, big boy?"

Shortly before the Democratic primaries last June, Soapy resigned his job and announced that he was willing to be nominated for governor. This was received with great amusement by the party leaders, but presently their mirth subsided. Williams is an appealing giant of a man—one of the handsomest individuals in American politics. And, although he makes decisions slowly, he has brains. At first the party's drones nudged each other when Williams, the aristocrat, delivered such platitudes as "Democratic party philosophy goes back essentially to the dignity of the individual and giving people a chance to get ahead." But it soon turned out that Williams actually believed every word of what he said and could convince others that he believed it. Soapy won the primary but the victory cost him dearly and gave rise to some malignant gossip which has not yet died down.

At first stories were circulated to the effect that Soapy would inherit \$12 million when he reached 40, the implication being that he was already tapping this fortune to buy victory. The truth is that Soapy has little money now but will inherit about a million dollars in the vague future. This fact became clear during the primary campaign when Williams, dead broke, was forced to take out a \$5,600 mortgage on his Grosse Pointe home to pay his expenses. Thereupon the gossip switched the other way, and Williams' mother became a





of female votes, including that of an old lady of Hamtramck, a lifelong Republican, who remarked, "To hell with Dewey. Who is that man in the bow tie?"

nasty old skinflint who preferred to scuttle her son's career rather than relinquish a few dollars. The truth is that Mrs. Williams is a devout Republican who could not bring herself to finance what she thought was a big foolishness on Soapy's part. After his final victory, maternal pride got the better of Mrs. Williams although she has been heard to remark, "He's a lovely boy, but isn't it a shame?"

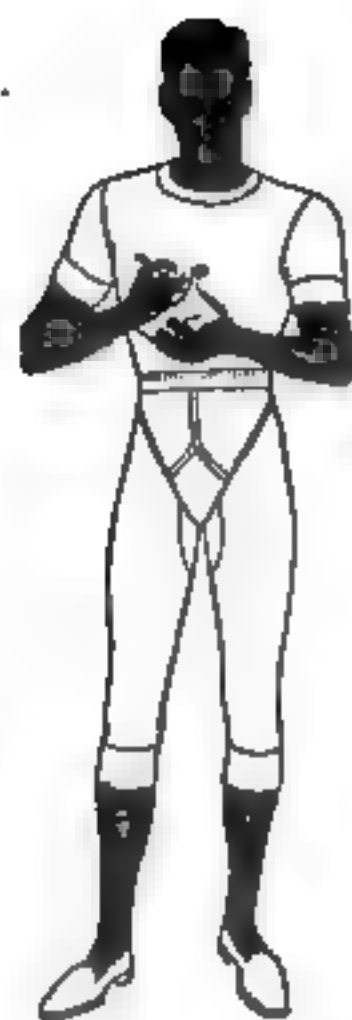
### He upsets Sigler

In September, when he began his real battle against Kim Sigler, Soapy could scrape together only \$50 for his war chest. However by that time Michigan labor had leaped into the national campaign on the side of Harry Truman. And since Williams was a Democrat too, he was swept along in the tide. Leaving the industrialized Detroit area to the U.A.W., Soapy climbed into his car and struck out for the upstate hinterland. In six weeks he traveled 12,000 miles and made 750 speeches, rarely drawing crowds of more than 150. Newspapermen who were hardy enough to make the long journey with him reported that Nancy, socialite wife of the socialite candidate, washed his shirts and socks in hotel bathtubs. They also noted that Soapy's voice, which can perforate the average eardrum at 100 feet, grew weak and hoarse, and that his weight fell from 225 to 200 pounds. But Soapy kept on speaking. He even took the trouble to address a gathering of deaf-mutes, hoping that the interpreter could make the Williams cause look good in fingers.

When it was all over, Democrat Williams upset Republican Sigler by 154,000 votes even though Dewey ran 35,147 ahead of Truman in the state. It was a strange victory. Labor had not been able to swing Michigan to its national favorite but, while preoccupied in the attempt, had won the governorship for a man whose chances seemed even smaller than Truman's.

At once labor and the rest of Michigan sat back to take a long look at Soapy. They saw in him a man of monolithic honesty, not

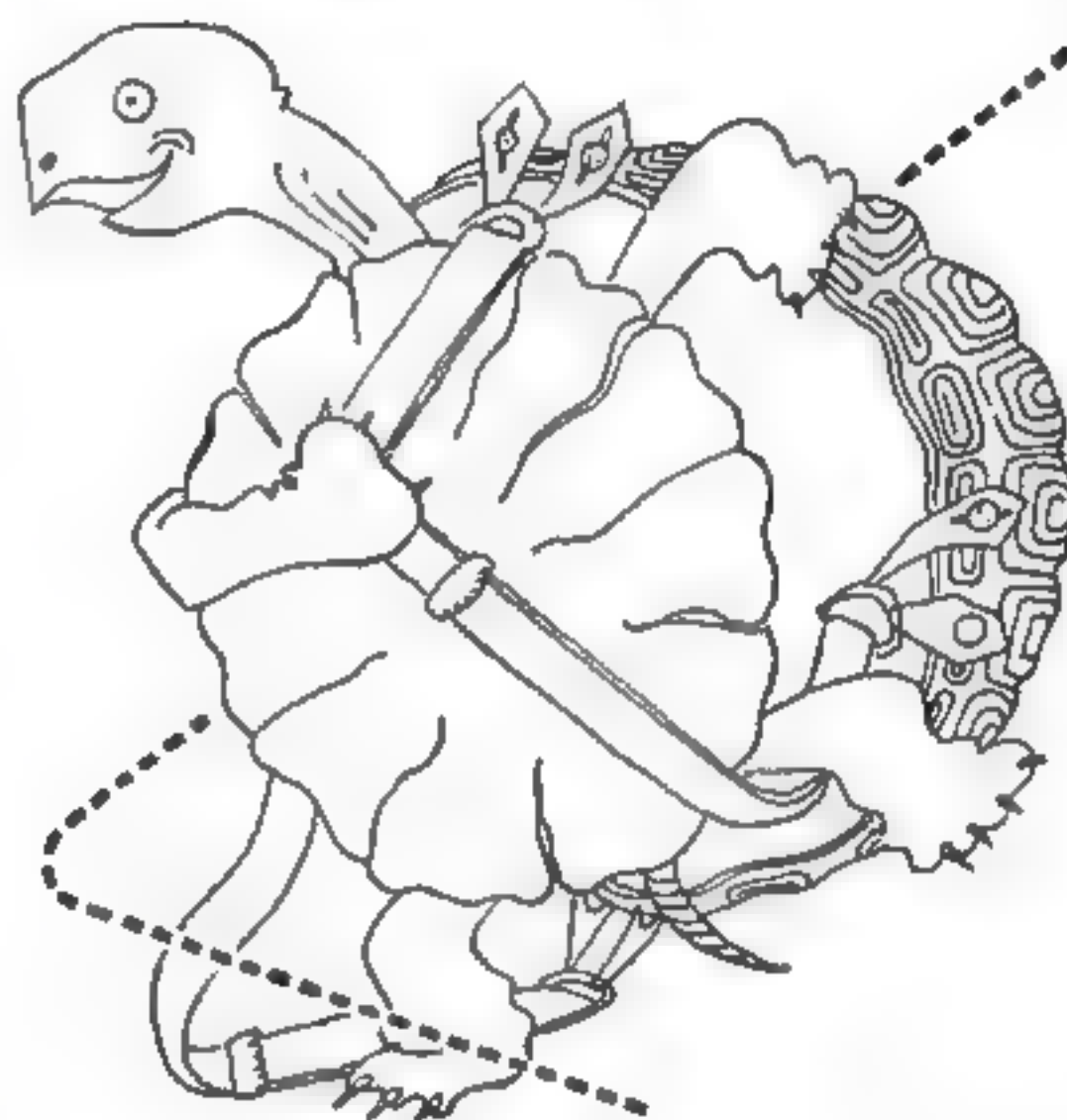
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Your Jockey dealer has the "Hip-Tape," special measuring method copyrighted by Coopers. It assures you perfect fit all over—waist, hips and crotch. Get Jockey Contoured Shirts to match, short sleeves or sleeveless.

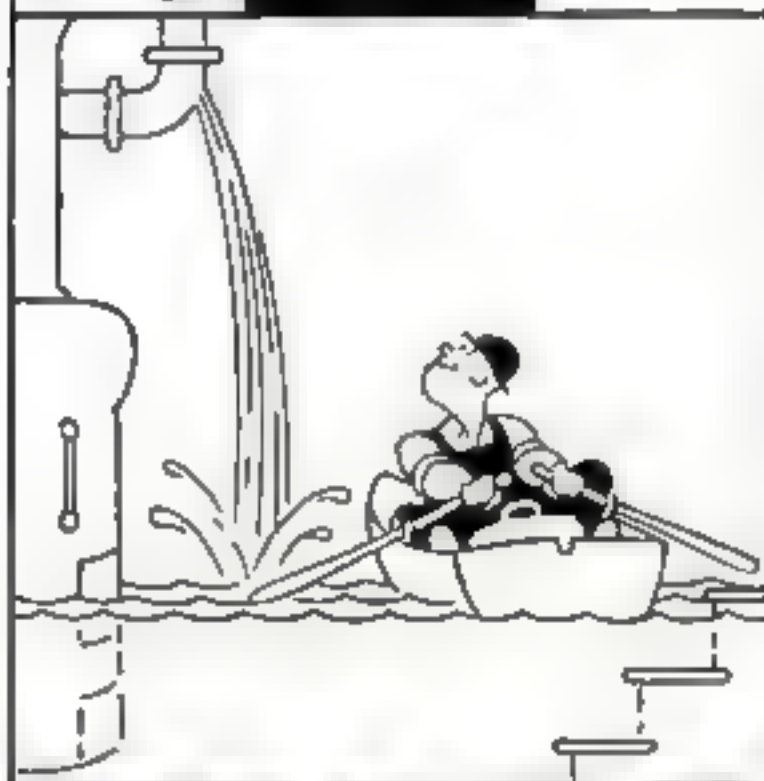
Also Jockey Underwear in Children's Sizes



Licenses: Canada, Moodies; British Isles, Ivie & Scott; Australia, Speedo Knitting Mills; New Zealand, Lane-Walker-Rudkin; Switzerland, Volmoller; Colombia, Ego Ltd.



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for SOMETHING  
?



To find the products  
you need - use the  
**YELLOW PAGES**  
OF YOUR TELEPHONE DIRECTORY

overburdened with humor and plainly convinced that his campaign planks—among them a housing commission, more unemployment compensation, a local FEPC, repeal of the Bonine-Tripp law (Michigan's private Taft-Hartley law)—were the necessities of life.

Michigan's women are delighted with Soapy. Secretaries in the capitol can be heard murmuring, "Oh dear, oh dear," for some time after he passes their desks. People who like children are also delighted with him since he is the father of three uncommonly healthy, stocky youngsters shaped like little pink iceboxes. Seven-year-old G. Mennen Williams Jr., called Gery, and 5-year-old Nancy are already used to public appearances. But daughter Wendy, 2½, is still a stay-at-home. This is because her vocabulary is limited to such words as "Mom," "doggie" and "Williams for governor," which she learned while listening to her mother answer the telephone during the campaign.

The Williamses now live in an old, 12-room house a few blocks from the capitol in Lansing. They must rent the place because the state, which pays its governor \$22,500 a year, expects him to provide his own shelter. Mrs. Williams has two servants, who tend the children and the kitchen while their employer makes the beds, does the laundry in the basement and sews on the Governor's buttons.

Neither Williams nor his wife is "social." They are charming and properly gay at obligatory functions but prefer to spend their evenings at home alone or with a few old, quiet friends. When he has time, Williams reads American history and adds to his collection of antique maps of the Northwest Territory. His greatest prize is an old drawing which, in the best booster tradition, shows Michigan occupying half the continent.

But once the pleasantries are out of the way, there are many people who do not like Soapy Williams. Some insist that Kim Sigler, his unpopular predecessor and opponent, lost the election. Williams, they say, did not win it. Others speak of Williams as a "traitor to his class." One resident of Grosse Pointe says he is "a sport on his family tree, a freak. Sometimes these sports go far—look at Roosevelt—but they are not to be trusted." But even he admits that Williams has his points. "You can come to terms with a crook," he says hopelessly, "and you can outwit a dope. But what can you do with a man who just wants to do good?"

The labor unions, who trusted Williams and elected him, have no quarrel with him now and foresee little likelihood of ever having one. In his campaign he made his promise to "the little people," and at Grand Rapids on Feb. 5 he sat back benignly while the little people, in the person of the C.I.O.'s Gus Scholle, moved in. To many Michiganders, who feel that this transaction makes the state Democratic party merely a local in the national C.I.O. and that Gus Scholle is as representative of the little people as R. H. Macy is of the corner newsboys, it seems that Williams has naively sold himself short for a two-year term in the statehouse, and nothing more. To many others it seems that Williams, by irrevocably becoming labor's man, has made a shrewd bid for a political future in which a governorship is only the beginning.



WILLIAMS' ARDENT SUPPORTERS—members of Local 174 U.A.W.-C.I.O. in Detroit—listen fascinated as the Governor expounds on labor laws.



Rainy weather keeps more than one million Trico Wiper Blades busy in Maryland... and tens of millions throughout the United States. When your windshield needs new blades, or arms, TRICO is the name to remember. For a clean windshield between rains, install a Trico Washer—the "Two Little Squirts."



TRICO BLADES  
STANDARD 50¢  
"WRIST ACTION" 60¢

Trico Products Corporation, Buffalo 5, N. Y.

**STUFFY  
NOSTRILS?**

Quick relief with  
**MENTHOLATUM**



• Don't let clogged-up nostrils keep you gasping for breath—get Mentholatum. Your head starts to clear in a hurry as Mentholatum's famous combination of menthol, camphor and other fast-acting ingredients helps thin out thick mucus, lessen congestion and swelling, soothe inflamed membranes. Soon you can breathe again in comfort. 35¢ and 75¢.

**MENTHOLATUM**





# New low-cost magic for your dream kitchen



66-inch KitchenAider-Mullinaider combination is tops in value. Note twin-bowls and drainboards. Top of finest, acid-resisting, porcelain enamel. Generous work-space and storage; sound-deadened doors; handy cutlery drawer Mullinaider electric garbage disposer makes it easy to fix meals and clean up after them! Fits all KitchenAiders and many other sinks.

LET'S imagine this lovely Youngstown Kitchen is yours. (You know, it *can be!*) And when it is, revel in this thought: You'll be free forever of the garbage pail and all its messiness. The kitchen shown has a 48" KitchenAider cabinet sink with a Mullinaider electric garbage disposer—Youngstown's newest kitchen magic. It grinds away your food scraps before they can accumulate, and whisks them safely down the drain. And that's only *one* endearing quality of these lovely, white-enamelled steel beauties. You've storage space galore, with everything right where you need

it for fixing meals, washing dishes and clearing up. The price? Remember this—every Youngstown Kitchen is an arrangement of *standard* units, produced by the world's *largest* makers of steel kitchens. That's why they cost so little! Ask your Youngstown dealer to help you plan a kitchen suited to your needs—or to install a Mullinaider in the Youngstown Kitchen you may already own. If you're building, specify Youngstown. **MULLINS - MANUFACTURING CORPORATION**  
WARREN, OHIO  
World's Largest Makers of Steel Kitchens



## Youngstown Kitchens

BY MULLINS



Grind away kitchen waste with the safe, sanitary Mullinaider! Garbage goes down the drain. Operation that's simple as A-B-C. No mess, no fuss. Ask today for free home demonstration.



Dishwashing's easy with swinging faucet and speedy nose spray that reaches all parts of acid-resisting, porcelain enamel sink-top. Fine for cleaning vegetables, too. See your dealer.

**SEND COUPON TODAY!**

**GET THIS EXCITING BOOKLET!**  
20 pages featuring beautiful Youngstown Kitchens in color. Full details on Youngstown units and tips on arranging a new kitchen. Enclose 10c to cover mailing cost. No stamps, please.  
Please send me your Youngstown Kitchen booklet. I enclose 10c in cash.  
I plan to remodel ☐  
I plan to build ☐  
I want free Home Demonstration of Mullinaider ☐

**Youngstown Kitchens**  
Mullins Manufacturing Corporation  
Dept. LF-349, Warren, Ohio

NAME \_\_\_\_\_ (PLEASE PRINT)  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_  
COUNTY \_\_\_\_\_ STATE \_\_\_\_\_ ★

To learn the name of a nearby dealer, call Western Union by number and ask for Operator 25.



# To build a better drink



Glenmore's Kentucky Tavern is the only Bottled-in-Bond that has always been made by the same family in the same distillery for three generations... and the Glenmore distillery has made more Kentucky Bourbon than any other distillery. This unmatched experience assures you uniform high quality. That's why...

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE

## KENTUCKY TAVERN

© Glenmore Distilleries Company, Louisville, Kentucky





IN THE HOLLOW OF HIS PALM A MICROCHEMIST HOLDS HIS ENTIRE LABORATORY, WHICH INCLUDES MINIATURE FLASKS, BEAKERS, TEST TUBES AND CRUCIBLES

## HAND-HELD LABORATORY

**A new, exacting science grows out of the use of tiny instruments for analyzing and measuring chemicals**

In contrast to the field of physics, where the cyclotrons are getting bigger and bigger, the trend in chemistry is toward instruments so small that the scientist can carry an entire laboratory around in one cupped hand (*above*). Out of the use of these tiny tools has grown a new but increasingly important science, microchemistry. In the field of medicine microchemists are now employing their precision instruments to study such elusive substances

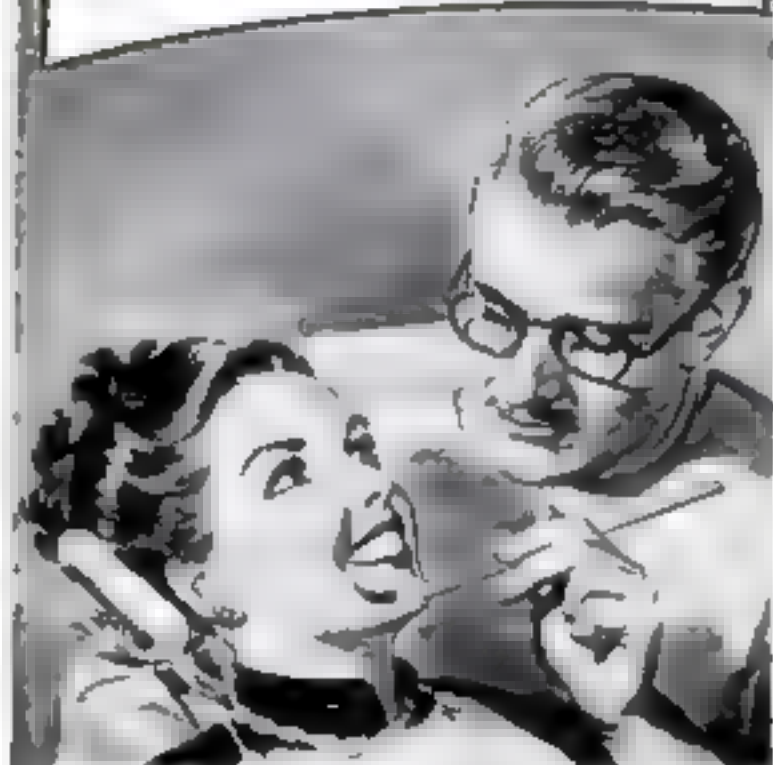
as vitamins, hormones and enzymes. In industrial laboratories they are indispensable for research in metallurgy, plastics and organic chemistry. At the General Electric Company, which has one of the best equipped microchemistry laboratories in the world, they are frequently called upon to tackle such ticklish problems as analyzing a fleck of dust on a copper wire or finding out what tiny impurity makes a vacuum tube misbehave (*next page*).

The microchemists live in a Lilliputian world all their own. Requiring a special kind of ability and temperament, they consider themselves at least "50% artists," call ordinary chemists "mechanics." The microchemists are always seeking smaller test tubes and beakers. When given more refined tools, microchemists at the General Electric Research Laboratory sometimes take their old equipment home and use it for saltcellars or ash trays.



# DENTISTS SAY:

**Colgate  
Tooth Powder**  
*with the 2-minute routine*  
**Gets Teeth  
Sparkling And  
Super-Clean**



**OVER 4,000 DENTISTS  
APPROVE THIS EASY WAY TO  
GET TEETH NATURALLY BRIGHT**

- 1 Simply brush teeth for two minutes, morning and night, with Colgate Tooth Powder.
- 2 Brush all three surfaces—front, back, and biting edges.
- 3 Always brush away from the gums.

**REMOVES DULL FILM... THAT  
IMPROPER CLEANING MISSES!**

Watch dingy film disappear quick, from between and behind teeth, with this easy routine. Your teeth get naturally shining clean—and breath is "romance clean", too. Colgate Tooth Powder's tangy flavor refreshes the whole mouth.



SWEETENS the  
breath! Colgate Tooth  
Powder keeps you  
"kissable".



*No dentifrice  
can get Teeth  
and Breath cleaner!*

Hand-Held Laboratory CONTINUED

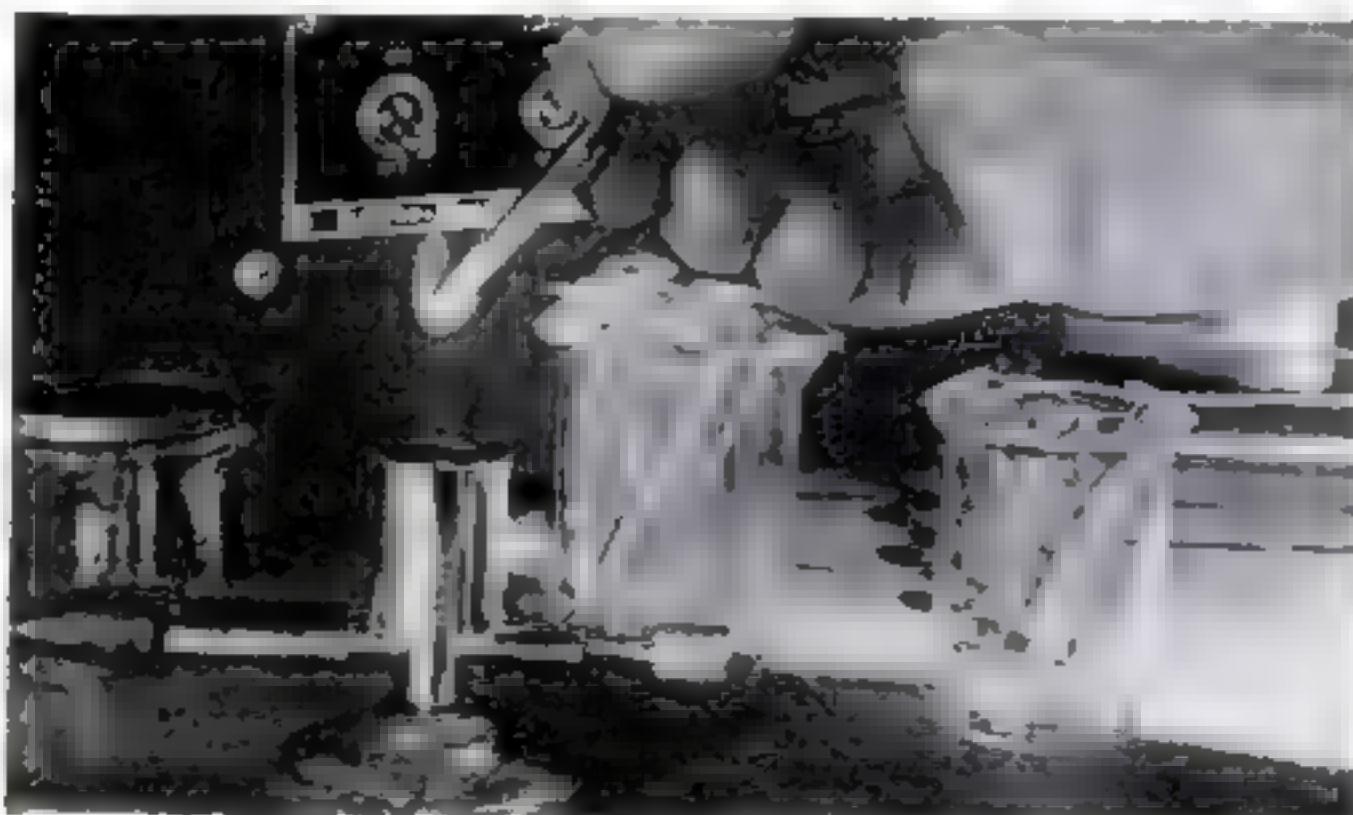
## HUNT FOR DISTURBING CHEMICAL



**TUBE IS CUT** open with a diamond-pointed tool to enable microchemist to get at parts inside it. The parts will be taken out, scraped and analyzed for an undesirable chemical which may be preventing tube from operating properly.



**PLATE IS SCRAPED** under a microscope with small steel knife in order to provide a tiny specimen for analysis. Microchemist is wearing nylon gloves to keep the sample pure. The other tube parts to be examined are in the beakers.



**SPECIMEN IS HEATED** after being placed inside a small tube and treated with concentrated nitric acid. In this test the sample, weighing only about 1/10 of a milligram, is checked for the presence of sulphide. The result was positive.



**Clogged**

**SEWERS OR  
DRAIN PIPES**



**Completely**

**CLEANED...**

**Quickly, Economically**

...With famous Electric  
**ROTO-ROOTER** sewer  
cleaning service. No  
muss - fuss - or needless  
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**Roto-Rooter** Serviceman

Free Book... Causes and Remedies  
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NEURALGIA  
NEURITIS**  
*Pain*

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**incredibly fast**

the way thousands of physicians  
and dentists recommend -

**ANACIN**

**Here's why**

Anacin is like a doctor's  
prescription. That is, it  
contains not one but a  
combination of medi-  
cally proved ingredi-  
ents. Get Anacin  
Tablets today.



**THROAT SORE**  
*FROM A COLD?*

**Remember**

**\*More people rely on  
LUDEN'S  
than any other  
COUGH DROPS\***

Medicated for

**SANDPAPER THROAT**



**T-N-T  
POPCORN**  
6 quarts from 1 can

CONTINUED ON PAGE 124



# The Eckelkamps have built a 4-part plan for tomorrow

Why security and income are the goals of Louis B. Eckelkamp, Villa Ridge, Mo.

To the Eckelkamps, as to millions of other American families, it is only natural that their financial planning should include a sound program of investment in the securities of industry.

They know that some risk is present, of course... as it is in the ownership of any form of property.

But they also know that investment has solid satisfactions: the satisfaction of owning income-producing securities, of adding extra dollars to income (their stocks returned 5.9% in 1948) and, as Mr. Eckelkamp said, "of sharing in the country's industrial progress."

It is for investors like the Eckelkamps everywhere that the New York Stock Exchange maintains a free, open market place for the securities of America's foremost companies. Here those with idle funds can, through Member Firms, find productive use for their money—productive alike of a gratifying return on good investment judgment, and of more goods and jobs for the entire nation.

For these same investors, Member Firms of the Stock Exchange maintain 1550 offices, conveniently located across the country. Whatever the investor's needs—information, counsel, handling of orders—his requirements are met courteously and competently.



This is the Eckelkamp family — Louis and Martha, with their small sons, Louis B. Jr., and William. Friendly, widely-acquainted, the Eckelkamps are active in their church and

community. Mr. Eckelkamp owns and operates a restaurant and service station, "The Diamonds," at the junction of highways U. S. 66 and Missouri 100, near Washington, Mo.



Part One of the Eckelkamps' program is home ownership, and their attractive home, R. F. D. #1, Villa Ridge, which they built themselves, is the result of years of planning.



Next in their program is adequate life insurance, and they have policies with three companies. They have put away a number of U. S. Savings Bonds, too!



Part Three of the program is savings for emergencies. Here Mr. Eckelkamp is making a savings deposit at the Bank of Washington, Missouri.



A far-sighted investment plan rounds out their program. Through a St. Louis Member Firm, the Eckelkamps have purchased stocks of three nationally-known companies that have enviable dividend records



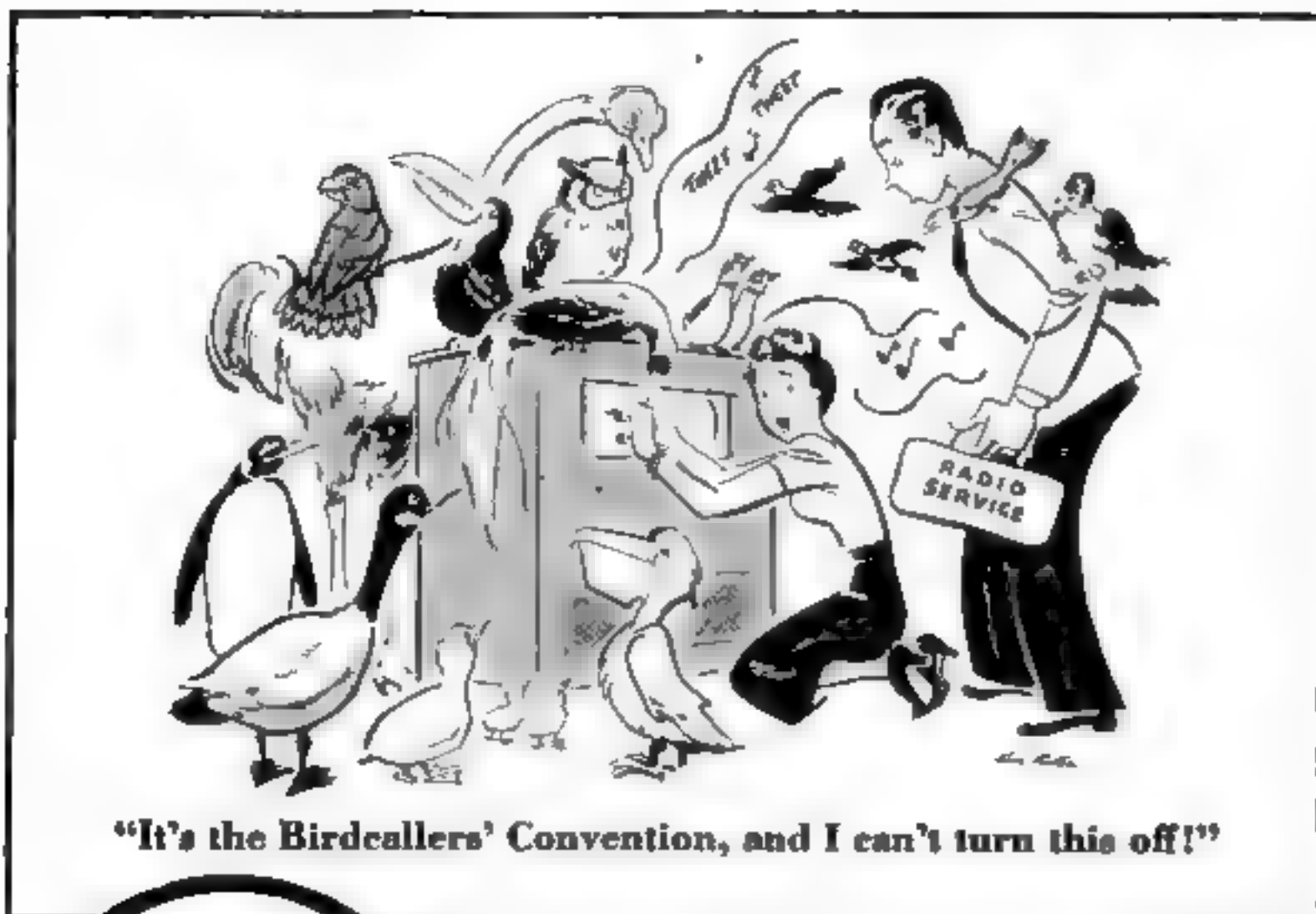
"Our dividend checks pay for many extra things," say the Eckelkamps, whose three stocks, two common and one high-grade preferred, returned 5.9% in 1948 on their combined purchase price.

INVEST WISELY...THROUGH A MEMBER FIRM OF THE

## NEW YORK STOCK EXCHANGE







SIGN OF  
DEPENDABLE  
RADIO SERVICE

Is your radio getting out of hand? Is it giving you the bird instead of your favorite station? Don't despair—turn your set over to the serviceman who displays the Sylvania sign. He has accurate Sylvania test equipment to hunt out trouble. He has the skill to put your set in top-notch shape. He'll use those wonderful Sylvania radio tubes to give you better-than-ever reception. No wonder so many people look to the Sylvania sign as the guide to dependable radio service!

**SYLVANIA RADIO TUBES**  
PRODUCT OF SYLVANIA ELECTRIC PRODUCTS INC.



*Each burglar takes his proper cut;  
The Boss gets Welch's Cocoanut!*

People from coast to coast say that this is their favorite candy bar because they like its fresh cocoanut flavor and the wonderful way the chocolate coating blends with its rich creamy center. If you have never eaten one of these bars, we hope you will try one soon, and we are certain you will enjoy it.

We say it's...  
"The World's  
Best  
Cocoanut  
Candy"

Hand-Held Laboratory CONTINUED

## SAMPLE IS TESTED FOR CARBON



**MINUTE SAMPLE** scraped off grid is suspended at end of hairlike quartz fiber inside capillary tube 1/10 of a centimeter in diameter. After being sealed, the tube is heated; then it is placed in a calcium hydroxide solution and broken open. If sample contains carbon, microscopic crystals will form inside the tube.

CONTINUED ON PAGE 127



## Sunday Supper's A Cinch!

by  
*Virginia Coates*



**Delightfully  
simple and  
simply delight-  
ful—**that's what

a Sunday night supper should be. So—let's make the rolls first. Use your favorite quick-mix or my crescent roll recipe

Serve the rolls piping hot—and dripping with lots of the finest spread—Durkee's Margarine! How mild, how sweet, how country-fresh in flavor! This Margarine is churned from fresh, pasteurized skim milk and pure vegetable oils. Nutritious—with 15,000 units of Vitamin A per pound. It's ideal for cooking and baking, too.

• • •

### Ever try rolled stuffed ham?

Wonderful! Spread thin slices of cooked ham liberally with a blend of grated tuna fish seasoned with salt, pepper and Durkee's Margarine, creamed. A 6½ ounce can of tuna with 3 tablespoonfuls of creamed Margarine serves 6. Roll up ham and fasten with toothpicks. Serve with a tossed green salad.

• • •

**Super-duper apple pie!** Make the pie crust the easy way—with a quick-mix. I've used Pillsbury's and Betty Crocker's Crustquick and they're both excellent. Here's my pet recipe for the apple-pie filling. Notice Durkee's Apple Pie Spice! That's for luscious flavor!

This Spice takes away all guesswork and gives you the same delightful flavor everytime. It's a perfect blend of cinnamon and other spices. Try it in applesauce, baked apples, apple Brown Betty, apple tapioca and apple cakes. Delicious!

• • •

Interested in good recipes? Write to Durkee Famous Foods, Dept. LF3-9, Elmhurst, L. I., N. Y.

## A New Apple Pie Filling

2 tbsp. breadcrumbs  
8 medium apples  
(approx. 2 lbs.)  
2½ cup sugar  
1 tsp. Durkee's Apple Pie  
Spice

1 tbsp. cornstarch  
1½ tbsp. Durkee's  
Margarine  
1 tbsp. lemon juice  
3 tbsp. water

Line a 9-inch pie pan with pie crust. Sprinkle bottom with breadcrumbs to prevent fruit from soaking crust. Peel and core apples and slice thinly. Combine sugar, Durkee's Apple Pie Spice and cornstarch and stir over apple slices, stirring with fork until slices are coated. Place in layers in pie shell. Dot with Durkee's Margarine and sprinkle with lemon juice and water. Cover with upper crust and prick with fork in several places. Bake in hot oven (450° F.) 30 minutes. Reduce heat to slow oven (325° F.) and cook 10 minutes.

## Crescent Rolls

1 cup milk, scalded  
4 tbsp. Durkee's Margarine  
1 tbsp. sugar  
1½ tsp. salt  
1 envelope dried yeast  
1½ cup lukewarm water  
5 cups (about) all-purpose flour

Add to scalded milk the Margarine, sugar and salt. Cool. Mix yeast in lukewarm water and add to milk mixture. Add flour and knead 5 minutes. Place in greased bowl, cover with damp cloth and keep in warm place around 85° F. Let dough rise until double in bulk, about 2 hours. Punch down and let rise again 15 minutes. Knead on lightly floured board, roll dough about ¼ inch thick, cut in small pie shapes, roll from wide end towards point. Turn ends to form a crescent. Place on greased baking sheet, let rise 15 minutes. Preheat oven to (425° F.) and bake 20 minutes.

4 QUARTER POUND PRINTS  
**Durkee's**  
VEGETABLE  
OLEOMARGARINE

Glidden



# Sealy goes to Paris... for Schiaparelli style!



68 years ago, Mr. and Mrs. Sealy decided to raise the *finest* mattresses ever! That's why, when their youngest, newest, finest Sealy announced, "I'm going to Paris for GLAMOUR!" they beamed!



Nothing like this had ever happened to a mattress before! Sealy smiled, "Well, I'm a very unusual\* innerspring." And everyone could see she was... well-built, tidy and trim and extremely good-looking!



Only the great Madame Schiaparelli would do for Sealy! The famous designer was inspired. "Look, no middle sag," she raved, "no tufts, lumps or wrinkles!" She swirled fabrics and created fabulous designs!



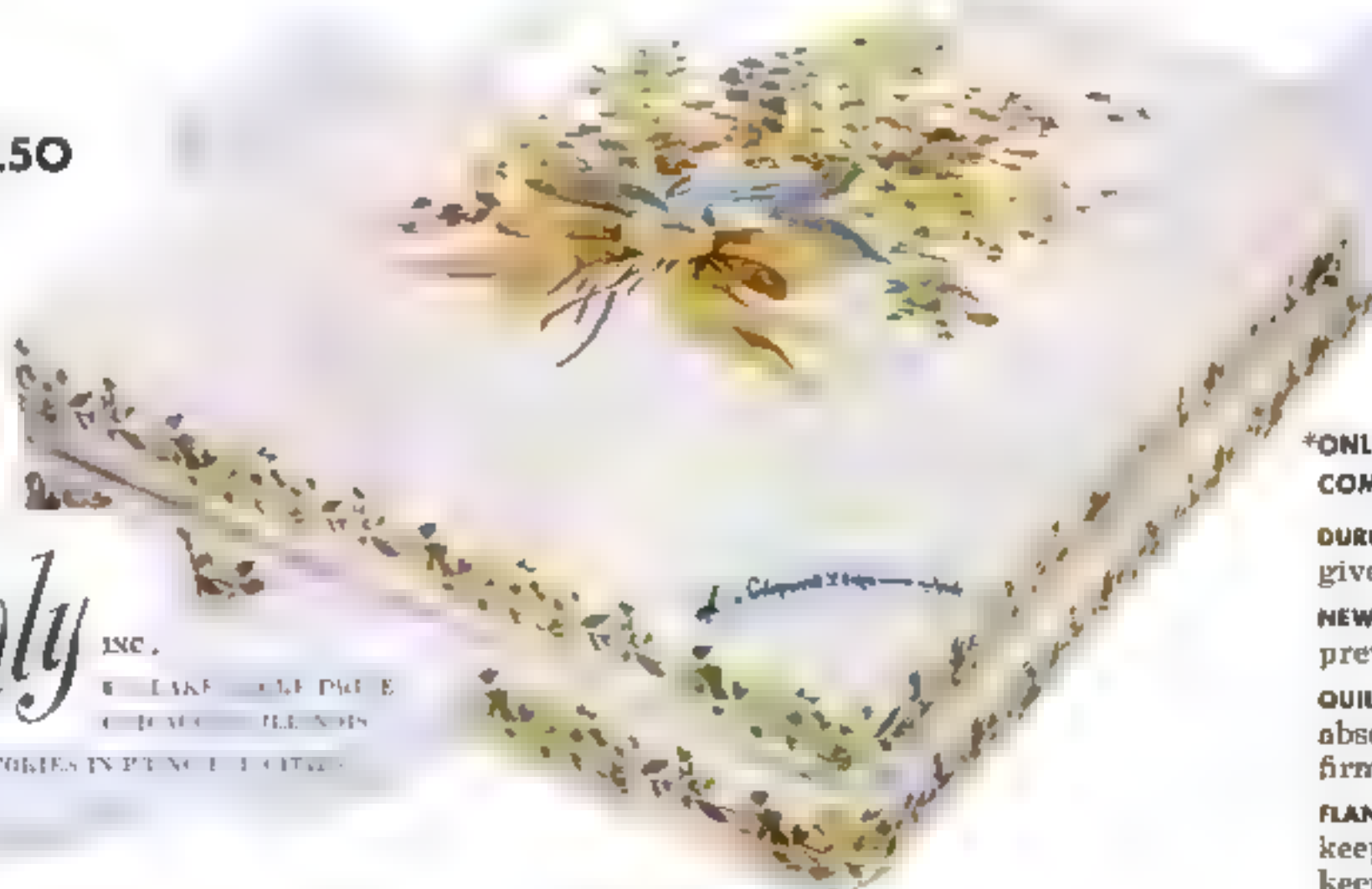
Sealy brought home three Schiaparelli originals. A scrumptious "Bouquet". . . a lovely "Bowknot" design and a "Damask" that's delicious. Now the famous comfortable, smooth-top Sealy is the *chic-est* mattress in history!

SEALY, SCHIAPARELLI  
DESIGNED "BOWKNOT" **59.50**

Other Sealy tuftless  
mattresses or boxsprings,  
(twin or full sizes):  
Schiaparelli designed  
"DAMASK" 49.50;  
Schiaparelli designed  
"BOUQUET" (shown) 69.50.  
Other Sealy mattresses  
from 29.50.

*Sealy* INC.

W. LAKESIDE DRIVE  
CHICAGO, ILLINOIS  
FACILITIES IN PENNSYLVANIA

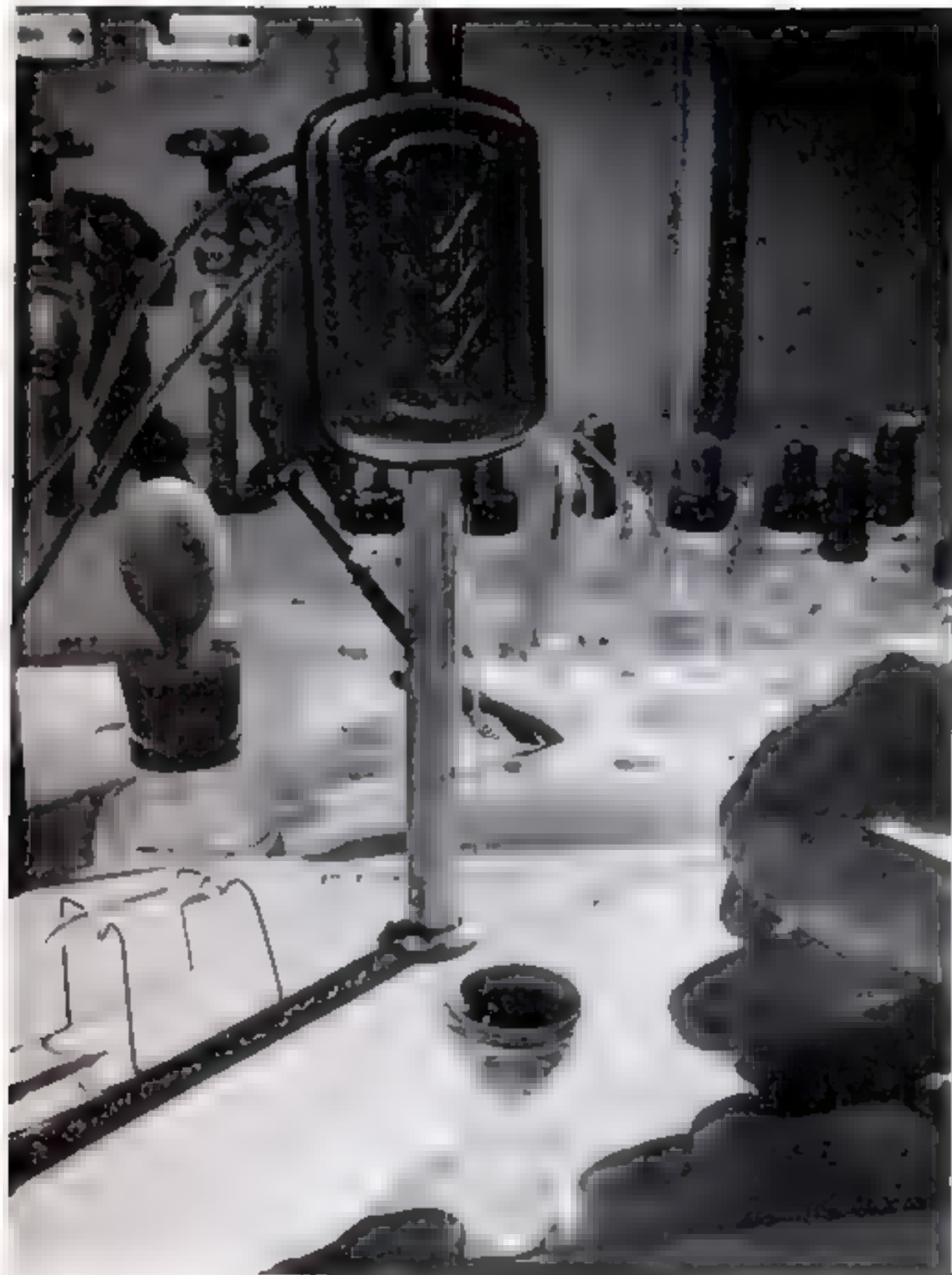


*Sleeping on a Sealy  
is like sleeping on a cloud!*

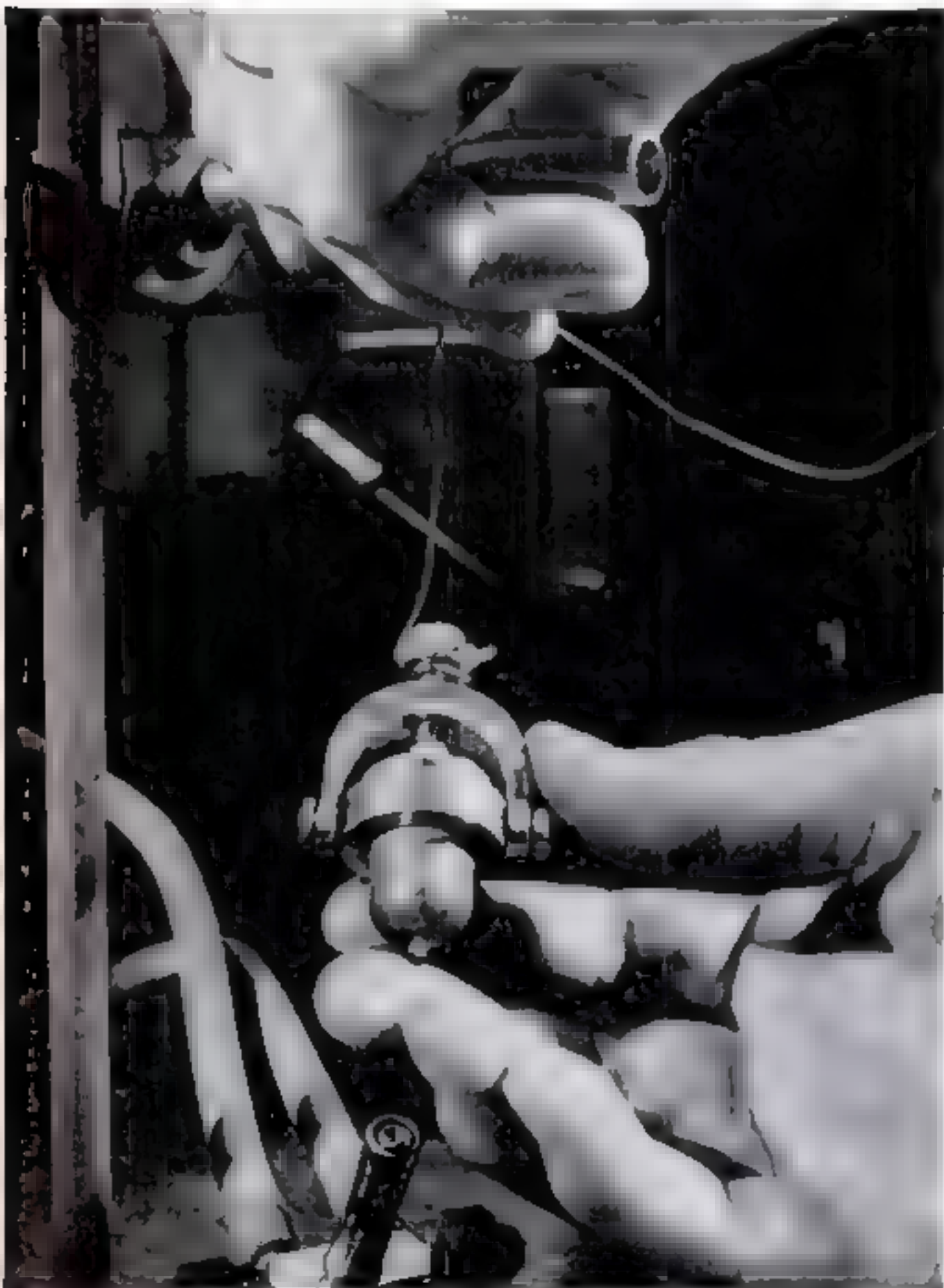
**\*ONLY SEALY HAS THE "FOUR-IN-ONE"  
COMFORT FEATURES!**

**DUROLIFE INNERSPRING UNIT:** prevents sag;  
gives extra support to "vital third" of your body.  
**NEW MIRACLE MESH:** prevents bumps and lumps;  
prevents "feeling" the springs.  
**QUILTED FELT PADS:** keeps body impression to an  
absolute minimum. Gives "smooth"  
firmly supported sleep.  
**FLANGE CONSTRUCTION:** adds strength and life;  
keeps mattress tidy and trim;  
keeps borders springy and smooth.





**DOOR BUZZER** vibrates a glass fiber to stir metal solution being tested for chromium. A reagent is added from burette in chemist's hand until solution changes color. Weight of reagent added determines the amount of chromium.



**METAL BOMB** suspended by wire contains tiny tube with sample of organic liquid to be analyzed for chlorine. Other chemicals surround tube and cause a reaction in the sample when tube bursts as bomb is heated over Bunsen burner.

# COLDS

In a minute—relief from miseries begins



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.
2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.
3. In a minute, Minit-Rub's active



menthol vapors begin to ease that nasal stuffiness feeling.

**MINIT-RUB** also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

**MINIT-RUB** is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!

GREASELESS  
STAINLESS

## MINIT-RUB

Available in small and large tubes

PRODUCT OF BRISTOL-MYERS

## YOU Can Afford \$10,000 Life Insurance



THE  
LINCOLN NATIONAL  
LIFE INSURANCE  
COMPANY

FORT WAYNE 1, INDIANA

ITS NAME INDICATES ITS CHARACTER

### AT THESE LOW RATES...

Age	Monthly Rate Per \$1,000
20 . . . . .	\$.88
25 . . . . .	.97
30 . . . . .	1.13
35 . . . . .	1.30
40 . . . . .	1.58
45 . . . . .	1.96
50 . . . . .	2.47

Rates quoted apply to standard risks.

At these low rates, at age 35, for example, a \$10,000 policy costs you only \$13.00 per month and will pay your beneficiary \$10,000 or an income for life if you die during the expectancy period. This low cost, long-term policy has cash and loan values and protects you for your expectancy of life based on the CSO Mortality Table. Write now for complete details.

-----MAIL THIS COUPON-----

THE LINCOLN NATIONAL LIFE INSURANCE CO.  
Dept. L-39, Fort Wayne 1, Indiana

Please send me full details about your Low Cost Plan, which provides ample protection at low cost.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Date of Birth \_\_\_\_\_





GARY COOPER, HIS WIFE ROCKY AND HIS DAUGHTER MARIA LOOK OUT ON ASPEN FROM ONE OF THE TOWN'S FAVORITE LANDMARKS, A BURNED-OUT VICTORIAN MANSION

## *Life Visits Gary Cooper*

The film star haunts an abandoned house on a trip to Aspen

Between movies last month Gary Cooper took his wife Veronica ("Rocky") and their 11-year-old daughter Maria ("Cakes") on a vacation at Aspen, Colo. Out skiing one day Cooper passed the gloomy, grotesque old wreck of a burned-out house about a quarter of a mile outside the town and, with his actor's eye, saw that it needed something: hants. The family promptly went in and proceeded to haunt it.





THAT IS KNOWN AS THE "GHOST HOUSE." THEY FOUND NO GHOST INSIDE

The place was dark and spooky enough to serve in a Frankenstein movie, but the most ghostly things in it were some charred letters from a Yale Alumni Association. When not haunting houses Gary filled in his vacation with a gregarious routine of skiing, hunting, visits, loafing—living up quite naturally to his latter-day movie personality as the embodiment of the solid, easy-going, tough-fibered American male.



**GOGGLED AND SINISTER**, like figures in a Charles Addams cartoon, Cooper and his family glare out of the ghost house windows. They also tramped back and forth over the cinders left by the fire that wrecked the house and struck some moody poses in the dark, gutted rooms (below).







**ALLIGATOR  
GOLD LABEL**

**...America's Most  
Wanted Gabardine!**



**\$42<sup>75</sup>**

Same style with all  
wool 7-ply lining  
\$41.00. Other Allig-  
ator Rainwear \$10.75  
up. Separate all wool  
button-in linings for  
all models \$9.75.

See it! Try it on!  
Luxurious Alligator Gold  
Label is handsomely styled and  
tailored of 100% all-wool  
wool worsted, with dependable  
water repellent finish. A  
versatile, fashionable coat you'll  
wear and enjoy the year  
'round—one of the great  
values in the Alligator line!  
The Alligator Company,  
St. Louis, New York,  
Los Angeles.



BETTER DEALERS FEATURE:  
**ALLIGATOR**  
*Rainwear*  
because... IT'S SURE TO RAIN!

## Gary Cooper CONTINUED



**IN A COUNTRY STORE** Gary stops for lunch and a soft drink in middle of a hunting trip. He made a single shot that day, killed a hawk at 210 yards.



**ICE HOCKEY WITH BROOMS** is a weekly feature of life at Aspen. Gary (left) played goalie for one quarter of the game, made three spectacular saves.



**TEA DANCE** finds Gary showing his daughter Maria a few steps. She was shy on the dance floor but out on the snow could ski circles around her father.

## An Amazing Offer by HOLIDAY Pipe Mixture

The pipe that every smoker wants—DANA, the modern pipe, with light-weight duraluminum shank and genuine imported briar bowl.



**Only  
50¢**  
with inside wrappers  
from 12 pocket tins of  
HOLIDAY PIPE MIXTURE



Save 12 HOLIDAY wrappers!  
Get your DANA PIPE!  
Send to  
COUNTRY, Dept. H, Richmond, Virginia  
Offer Limited to U.S.A. — Expires  
May 31, 1949

**An Adventure in Good Smoking**



Larger, longer body lines, new luxury interior appointments. And today's Crosley engine gives you even more power, more economy—up to 50 miles on a gallon of regular gasoline. Costs less than an 8-year-old, high upkeep used car! Prices range downward from the Station Wagon at only \$929 F.O.B. Marion, Indiana. Five beautiful new models.

For complete new catalog, write Crosley Motors, Inc., 2530-EC Spring Grove Avenue, Cincinnati 14, O.

**Remember!**  
**Take  
Ice Cream  
Home**

AMERICAN DAIRY ASSOCIATION  
Chicago 6, Illinois

**LONG  
DISTANCE  
MOVING**

**OVER  
500 AGENTS**

See  
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CONTINUED ON PAGE 123



**TOUCH UP YOUR HEALTH**  
*first thing every morning!*



**FIGHT FATIGUE!**

**GUARD AGAINST COLDS!**

**FORTIFY WITH VITAMIN C!**

For good health and good looks there's nothing like a daily tonic of wake-up Florida grapefruit, with that zestful, tangy goodness you'll find in no other grapefruit.

Both the fresh fruit and the canned juice are full of natural

vitamin C, other vitamins, minerals, and fruit-sugar energy.

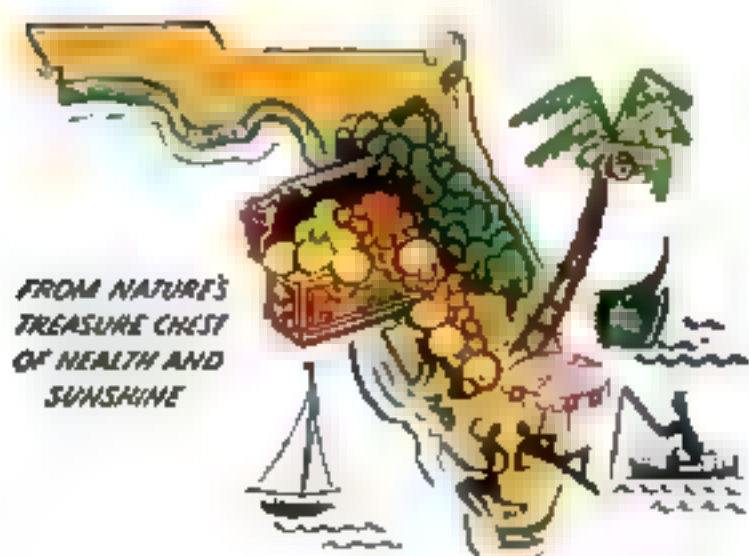
At least once a day make it a point to give yourself a tune-up with Florida grapefruit—either the delicious fresh fruit or the equally healthful canned juice.

FLORIDA CITRUS COMMISSION, LAKE LAND, FLORIDA



*Keep Good Health  
 Tuned Up!*

*Eat Florida grapefruit,  
 and drink its delicious  
 juice every day!*



**FLORIDA GRAPEFRUIT**

**FRESH**



**...OR**



**CANNED JUICE**



# Thrill to the cosmetic effect of

# Vitality

## shoes



Really exciting values . . . these newest designs in the gentle-lady fashion theme, so delicately wrought by Vitality! Thrill to their "cosmetic effect"—the way their matchless fit shows in a radiant smile, an inner glow of good feeling that comes out in your walk, your very expression! Buy wisely and well—buy Vitality more-for-your-money shoes. You'll be glad you did! See the entire selection in the newest spring colors and rich materials. We'll gladly send you the name of your nearest Vitality dealer.

**TWICE AS SMART, more-for-your-money**  
**VITALITY SHOES \$10<sup>95</sup> • \$11<sup>95</sup> • \$12<sup>95</sup>**  
*Complete range of sizes and widths*

*And Vitality Open Road Shoes  
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 \$7.95 • \$8.95 • \$9.95*

**1. LOURAINÉ** Beautifully punched ankle-slimming sandal, yours in the season's smartest shades. Just-the-right-height heel!

**2. OLETA** Anywhere-everywhere pump with gracefully flattering Louis heel. Yes, you *can* wear it—the fit is so right and restful.

**3. SUSAN** Two straps give you twice the style! Crossed-over front, open toe and back, in lovely Spring colors.

**4. SIGRID** Walk just for the love of it in this marvelous new oxford. It has the happy medium heel, a long, long wearing sole!

**5. DAZZLE** See how dainty and feminine your feet look in this D'orsay styled pump with exciting new bow atop your toes! Fit? Wonderful!

**6. DARNELL** Lovely-lady pump in supple kid. New applique trim accents the gathered front. And, oh how comfortable!





MARIA'S SNOWBALL spatters on back of Gary's neck as they pose agreeably on snowy hillside for gag snapshot by one of the ski instructors at Aspen.



MARIA'S PENNY is placed on a rail to be squashed by an oncoming train near Aspen in order to give Cooper family another souvenir of their holiday.

# NO DUST BAG TO EMPTY



**COMES COMPLETE:**  
No. 80 Carpet Nozzle  
Upholstery nozzle  
Dusting brush  
Crevice tool  
Floor-and-wall brush  
Moth Suffocator  
Sprayer  
**NO EXTRAS TO BUY**

**Empties like an ash tray!** Nothing to shake out—no dirty dust bag to cloud you with dust!

**It's quiet—no roar!** Now you can clean while baby sleeps—won't interfere with your favorite radio shows!

**No leaking dust!** Unsanitary dust is triple-filtered from air—even hospitals are discovering this extra health protection!

**Cyclonic Suction!** New high-velocity cleaning power that grabs embedded dirt without giving your rugs a beating!

**Cleans upholstery,** draperies, walls, bare floors! Dusts furniture, shelves—even sprays paint, waxes floors, and de-moths closets!

**Space-saving storage!** No more cluttered closets! Everything tucks neatly away in the Lewyt's dust-tight container!

**Light, easy to use!** No stooping—no heavy push-pull! Glides along smoothly—swings effortlessly in any direction!

**See the Lewyt! Try it yourself!** See how quick, neat and easy your house cleaning can be with the world's most modern vacuum cleaner—Lewyt!

**LEWYT'S REVOLUTIONARY NEW  
No. 80 CARPET NOZZLE**...cleans rugs better than ever before! Actually gets more embedded dirt...picks up more lint, thread, and hair...yet with less carpet wear! It will amaze you!

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## MISCELLANY



WRESTLER'S BRIDGE HELPS MISS MUSCLES SUPPORT 45 POUNDS ON HER

## LITTLE MISS MUSCLES

Three-year-old prepares for the 1964 Olympics by lifting weights and building up her body



DIANNE GRINS proudly as she completes a bar-bell lift. Such stunts have taught the little boys in her neighborhood not to make fun of her seven dolls.





**MIDRIFF. SHE CAN SUPPORT EVEN GREATER WEIGHT THAN SHE CAN LIFT**

If sheer strength can develop into athletic skill 3-year-old Dianne Kallio of Washington, D.C. may well break world sports records before she is big enough to play post office. Dianne, who hoisted bar bells at 10 months, weighs less than 40 pounds but can lift 45, and this is just the beginning. Her father, Keith Kallio, an ex-policeman who is now a dog food salesman, is a champion weight lifter himself. He has laid out a track, swimming, javelin-throwing timetable for Dianne's future so that she can enter the Olympic track and field competition when she is 18. "All I want," he says of Dianne and her baby sister, "is for 'em to be strong." Says Dianne, "Let's get down to the gym."



**SUSPENDED** from two chairs, Dianne holds 35 pounds on her stomach and wails her discomfort. For such torment she is later rewarded with ice cream.

CONTINUED ON NEXT PAGE

## the **LESTER** Concert Grand

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## Little Miss Muscles CONTINUED



**ONE IN EACH HAND**, Keith Kallio swings his daughters by their wrists. Dianne (left) finds this trick old hat but 10-month-old Patty is just learning.



**DAILY DOUBLE** finds Dianne and father finishing a day's training with a race around the Y.M.C.A. track. After Olympics Dianne wants to be a nurse.